

NATIONAL

real estate

and BUILDING JOURNAL

MARCH 1956

UNIVERSITY MICROFILMS
SERIALS ACQUISITION
300 N. ZEEB RD.
ANN ARBOR, MICH. 48106
CCMP



Two Trends to Watch in Home Design • Page 20

You can't
top this
VALUE!

Plan Now for Bigger Profits in 1956...Build **Inland homes**

C-640 Series
Available in
6 exteriors, either
left or right hand
models, with
choice of
alternate floor
plan.



Inland Homes are of conventional type construction and appearance.
Erected in one day.

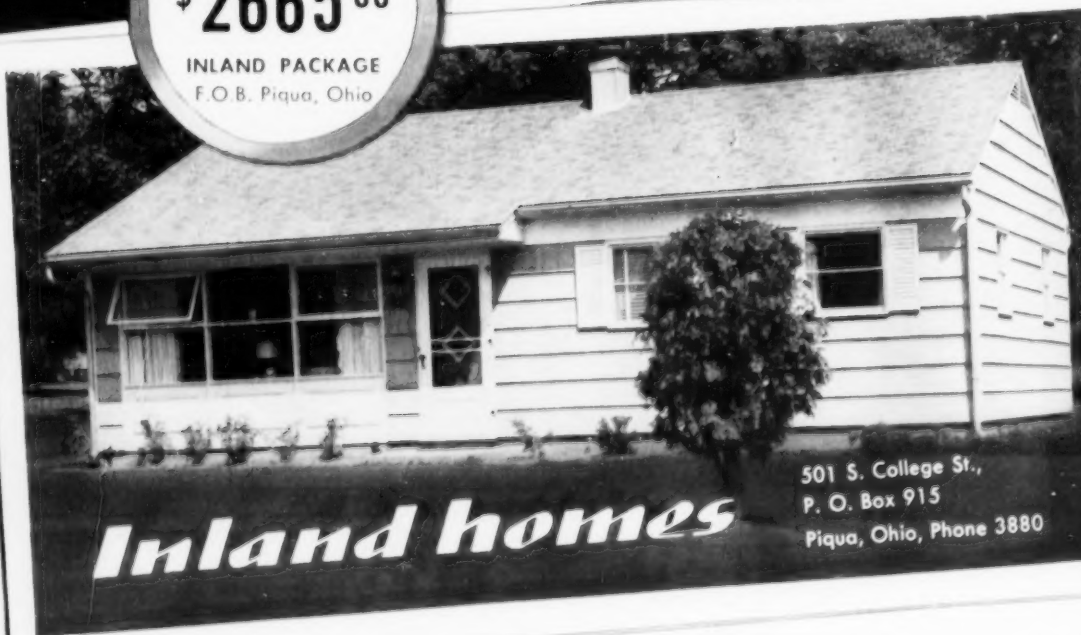
The Inland package contains exterior room size panels with double course cedar shakes factory applied. Windows, doors and all back-ups factory installed. Pre-assembled interior room sized partitions and complete trussed roof. All roofing material and complete floor systems pre-cut. One half inch gypsum board and interior finish supplied for field applications.

Over 60 different models let you offer a variety of homes, prevents the usual look of sameness found in many projects. Plan now on Inland and realize more profits in 1956. Write us for complete information using your letterhead. Wire or phone for appointment—phone 3880.

36 ft x 24 ft
864 sq. ft.

\$2665⁰⁰

INLAND PACKAGE
F.O.B. Piqua, Ohio



Inland homes

501 S. College St.,
P. O. Box 915
Piqua, Ohio, Phone 3880



COLOR

THE THEME FOR 1956

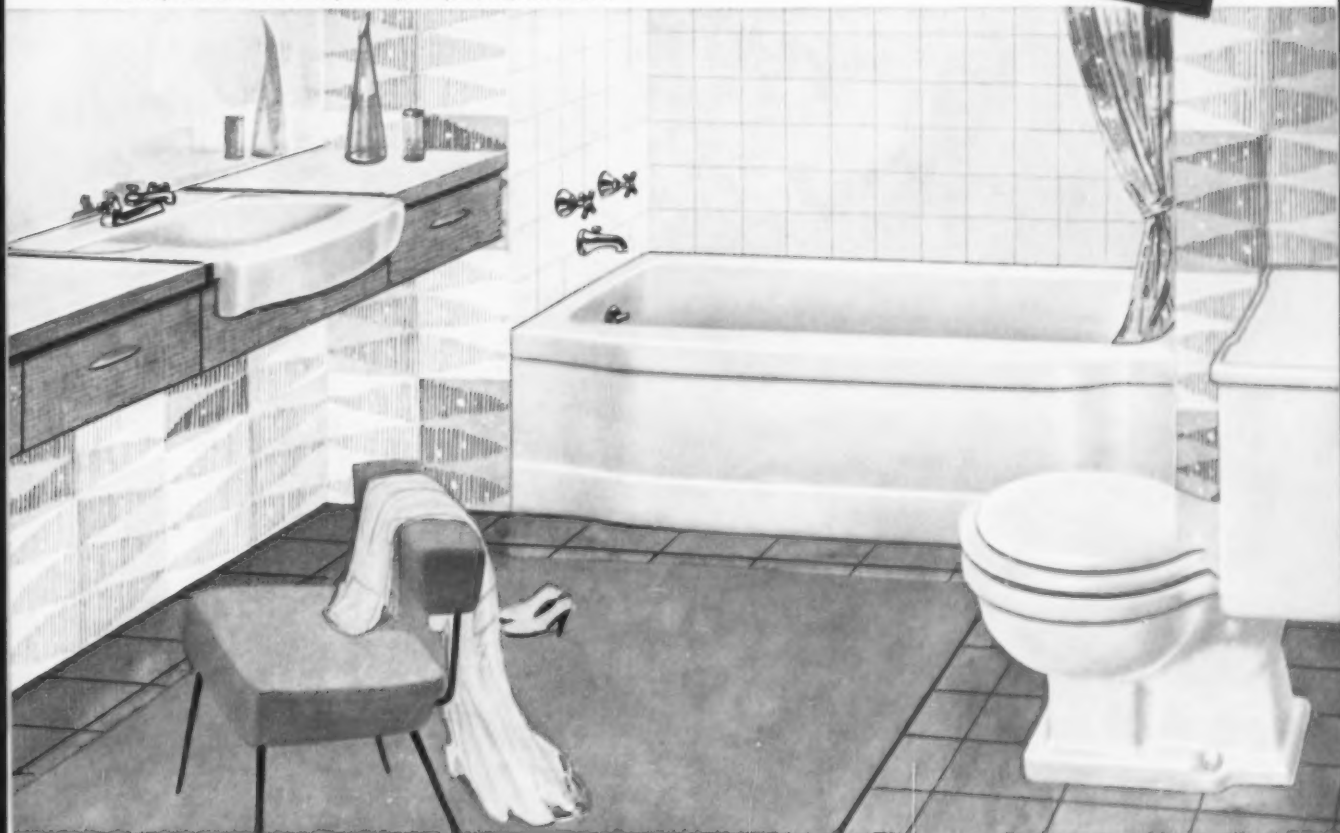
What's the most exciting thing in home planning today? Our fresh new attitude to color, of course! And particularly in the bathrooms where color is so important to smart, attractive and salable homes.

Briggs Beautyware fixtures can make your bathrooms sparkle. And Briggs employs professional color engineering for the smartest, most attractive decor. With Beautyware Coral, for example, the soft grays, the dark contrasts — the cool blues and the touch of brilliance — will please and impress your clients and blend with any accessories.

And Beautyware fixtures all have a durable finish that stays bright and easy to clean. In every way Briggs Beautyware will reflect your good taste in colors — and quality in bath fixtures. Briggs Manufacturing Co., 300 Buhl Building, Detroit 26, Michigan.



In Beautyware Coral: New Lindsay lavatory, Marquette tub, Carlton closet



Color decorating styled by Howard Ketcham, nationally famous color engineer. Choose decorations and accessories for Beautyware coral fixtures from any of these other compatible colors.



silver gray



char gray



pale coral



powder blue



turquoise



chartreuse

BRIGGS BEAUTYWARE

Who Are The People Who Are Molding Your Business Future?

MR. HAMILTON is vice-president of a successful manufacturing company in your community. The other day at lunch, a friend asked Mr. Hamilton for advice. It seems the man had inherited a small business property. He wasn't sure whether to sell it or lease it, and he wanted to know who Mr. Hamilton would recommend as the Realtor to handle it for him. Mr. Hamilton recommended you.

Why did Hamilton suggest you? You don't belong to the same service club. You move in different social circles. In fact, you see Hamilton only occasionally. Very possibly, the reason he recommended you was because he has become impressed with your integrity, knowledge, judgment of real estate, and your friendly, conscientious service.

This Mr. Hamilton is helping to mold your business future. And there are others like him in your community — men and women who are employers of labor, civic leaders, executives of financial organizations, attorneys, key members of community groups and clubs. Because of their position, they are centers of influence. Their advice is sought and, consequently, they are the opinion-makers of your community. They can help mold public opinion favorable or unfavorable to you.

You know many of these people, but you don't know them all. And even though these persons can be fifty times more important than a prospect simply because of their influence, you lack the time to give them the attention they deserve.

A new concept in public relations has been developed to help you give these people attention and to impress upon them your leadership and knowledge of real estate. OWNERSHIP, which is awarded on a franchise basis to only one outstanding Realtor in a community, turns the spotlight on you. It helps keep you and your business operations favorably before the opinion-makers of your community.



Carey Winston is widely known for his work toward the betterment of real estate practice. President of his own company in Washington, D. C., he also has found time from his busy schedule to serve as president of the Washington Real Estate Board and the Institute of Real Estate Management and as chairman of the Mortgage Bankers Association Educational Committee for 1956. In addition, he is past real estate commissioner for the District of Columbia. Mr. Winston's company handles all types of real estate but specializes in management and mortgage financing.

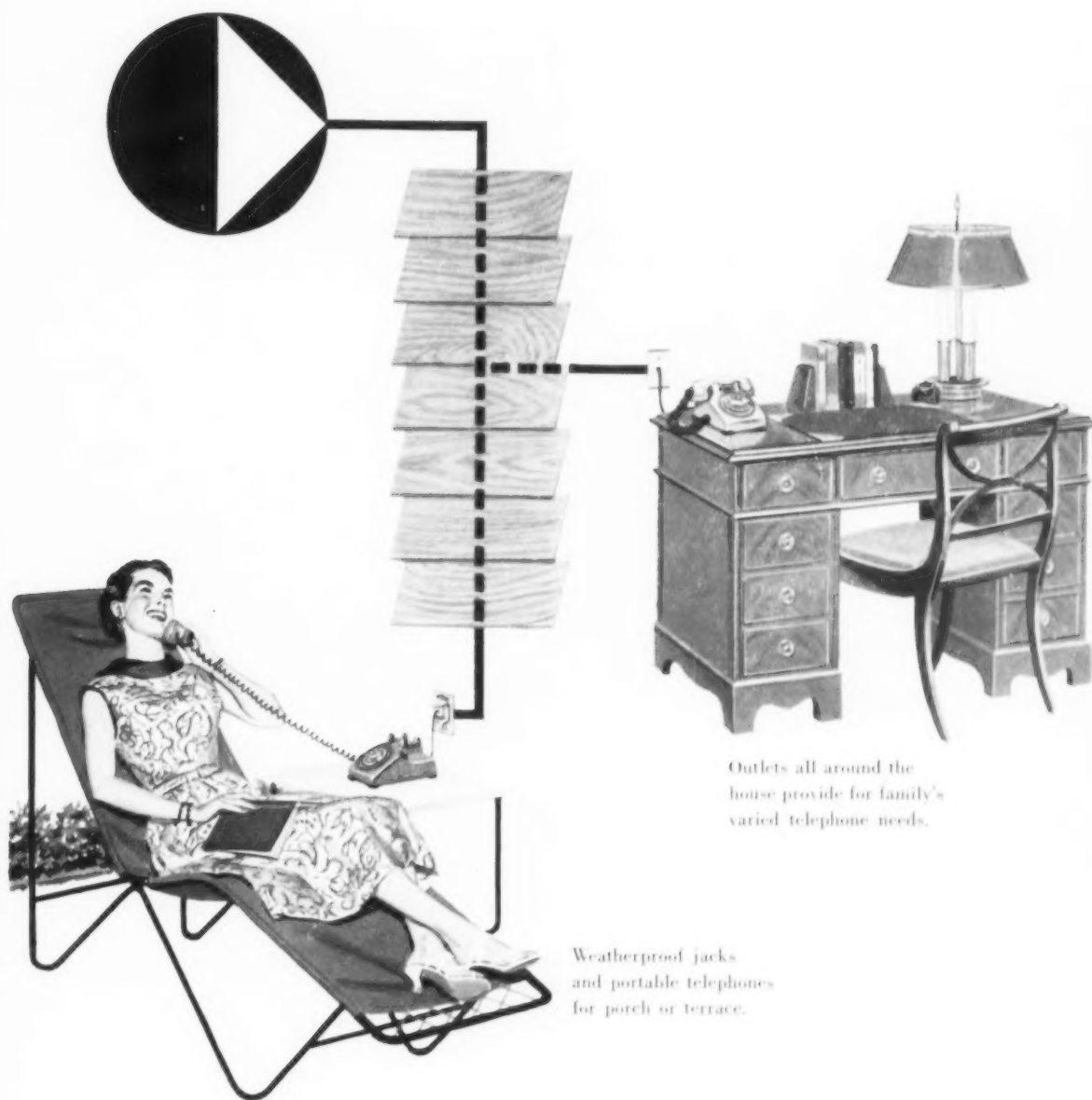
... One of These Leading Realtors Is Carey Winston

Carey Winston of Washington, D. C., says: "We have sponsored OWNERSHIP since its inception and value it highly as a way of cultivating goodwill. We have learned that the sustained high quality of the OWNERSHIP format, and of its contents, gain for it a ready welcome and consequently our institutional message is well received."

Typical of the leading Realtors associated with OWNERSHIP are: Leonard P. Reaume Company, Detroit; Shook Agency, Lafayette, Indiana; Barney Treacey, Lexington, Kentucky; Kistner Realty & Insurance Company, Tampa, Florida; MacBride Realty Company, Sacramento, California; DeWitt & Bearick, El Paso, Texas; Rolla Stephens, Joplin, Missouri; Armel Nutter, Camden, New Jersey; G. E. Reed Company, Painesville, Ohio.

Ownership
"UNDER ALL IS THE LAND"

**NATIONAL REAL ESTATE AND BUILDING JOURNAL
CEDAR RAPIDS, IOWA**



Outlets all around the house provide for family's varied telephone needs.

Weatherproof jacks and portable telephones for porch or terrace.

Few home features mark your thoughtful attention to detail so convincingly, in the eyes of home buyers, as (1) concealed telephone wiring and (2) conveniently located telephone outlets.

BELL TELEPHONE SYSTEM



Your Bell telephone company will be glad to help you plan economical concealed wiring installations. Just call the nearest business office and ask for "Architects and Builders Service." For details on home telephone wiring, see Sweet's Light Construction File, 84/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

NATIONAL real estate

and BUILDING JOURNAL

VOLUME FIFTY SEVEN • NUMBER THREE • MARCH • NINETEEN FIFTY SIX

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Cover Photograph

This striking interior is in the Better Homes and Gardens "Idea Home of 1955." It is one of the houses shown in the annual JOURNAL feature on the four most popular houses of the year in this issue.

NATIONAL REAL ESTATE AND BUILDING JOURNAL is published monthly for real estate executives—sellers, builders, managers and developers of real property—by Stamats Publishing Company. Publication offices and headquarters: 427 Sixth Ave. S. E., Cedar Rapids, Iowa.

Subscription prices: \$5 a year, \$9 two years, \$12 three years in the United States. In Canada, \$6 a year. In all other countries, \$7.50 a year. Single copies 60 cents; back issues \$1 except Roster issue. Member Audit Bureau of Circulations and Associated Business Publications. NATIONAL REAL ESTATE AND BUILDING JOURNAL is entered as second-class matter August, 1942, at the post office Cedar Rapids, Iowa, under the Act of Congress, March 3, 1879. Copyright, 1956, by Stamats Publishing Company. Please send address changes to publication headquarters.

A Selling Sentence



“and the Kitchen Surfaces are genuine **FORMICA**”

The quality of many building products is well known to you. But there is no single item you can buy and use that is more favorably known and universally accepted by your home-buying prospect than Formica. The name Formica is a sales tool that requires no explanation—no further reassurance.

The buyer seeks value at every price level. Formica represents value that is practical for you to offer in every house you build.

We protect the faith your customer has in our brand of laminated plastic by certifying every sheet with a wash-off Formica marking. This guarantee of genuine Formica is yours to use. Leave it on until the house is sold and Formica will pay its way in turnover and profits.

Look under “Plastic” in your classified phone book for the name of a Formica distributor or fabricator or write

FORMICA

4559 Spring Grove Ave.,
Cincinnati 32, Ohio.

In Canada, Arnold Banfield
Ltd., Oakville, Ontario.

DEMAND THIS CERTIFICATION

This mark certifies genuine
RUB OFF WITH LOTS OF BAR SOAP ON A DAMP CLOTH

*Seeing is believing. If this wash-off identification
is not on the surface, it's not FORMICA.*





New York builder buys 1,484 G-E for **3** new

"After looking over the air conditioning market, I picked the new General Electric *Thinline*. It was perfect for the installation I wanted—through the wall without any overhang.

"And the G-E *Thinline* is compact. It only takes two-thirds as much space, but still has as much capacity and efficiency as previous corresponding models. It has powerful exhaust capacity. Every living room and bedroom of the apartments we're building will have a General Electric *Thinline*—which should be very attractive to

tenants. They can choose the temperature, the air flow, pulling in fresh air or getting rid of stale air—all to suit themselves.

"One of the most important reasons I chose the *Thinline* is the General Electric name itself. People have faith in General Electric. So do I. Their products are usually way ahead of the field, soundly engineered and backed by prompt delivery and good service."

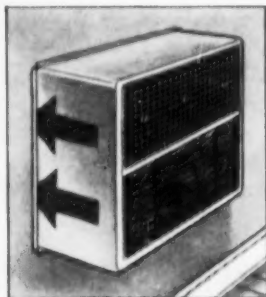
—ALAN P. HOROWITZ,

H. R. H. Construction Corp., New York, N. Y.

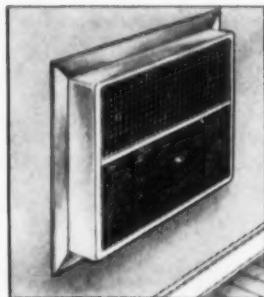
Look how easy it is to install the new General Electric *Thinline* through the wall:



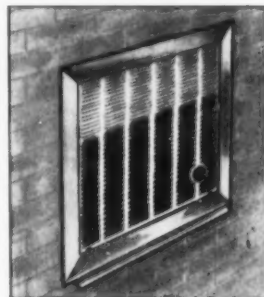
Build the sleeve and frame into the wall during construction. The opening for the sleeve is about 27" wide by 22" high.



Slide the G-E *Thinline* into the sleeve. Four screws hold it in place, give you a quick and weathertight installation.



Simple but decorative wood trim frame adds a final touch. Notice how little this 16½" unit projects into the room.

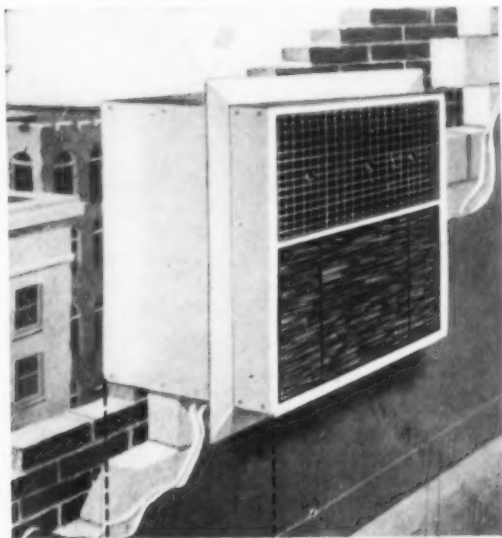


Flush on the outside, the G-E *Thinline*'s aluminum grille is designed to hold upkeep down, prevent staining of wall.



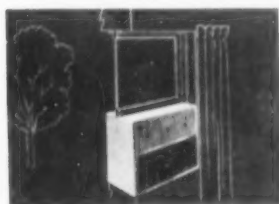
Thinline Room Air Conditioners apartment buildings

**FITS THROUGH THE WALL WITH NO UNSIGHTLY OVERHANG—
OR FITS ANY WINDOW OF PRESENT BUILDINGS**



Only 16½ inches thin

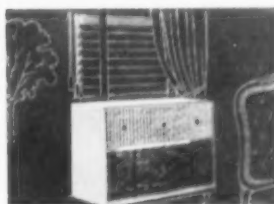
There's little, if any, overhang. Operates at low cost (only 7½ amperes for ½-hp. model). New High Power Factor and efficient design give high cooling capacity. Available in ½, ¾ and one horsepower models, all in same size cabinet. Written guarantee. General Electric Company, Appliance Park, Louisville 1, Kentucky.



Fits in upper or lower half— whichever you want—of any conventional double-sash window.



Fits casements, too—and the window can still be opened and closed, whenever you wish.



All inside—and the windows can still be raised and lowered for easy cleaning.



All outside—windows work, and there's still very little projection. It's only 16½" thin!

Progress Is Our Most Important Product

GENERAL  ELECTRIC

THE JOURNAL REPORTS

Cabinet status for housing and 200,000 public housing units per year are highlights of legislation now before Congress. Two bills were introduced last month, a bill to establish a Department of Housing and Urban Affairs and the proposed Housing Act of 1956. Here are main features of the omnibus housing bill:

- 1) Authorization of 200,000 public housing units for low income families annually, for a three-year period.
- 2) Ten percent of the authorized units would be designed for elderly people.
- 3) A national mortgage corporation would be established with a lending authority of \$1 billion, to stimulate construction of middle-income housing.
- 4) District offices would be set up in metropolitan areas to help coordinate local housing.
- 5) HHFA would be authorized to guarantee local bond issues up to \$1 billion for local public works and improvement in connection with housing.
- 6) A \$20 million program is provided to stimulate advance planning of local public works and community facilities.
- 7) Provides a 40-year amortization of FHA-insured mortgages instead of the existing 30-year.

Senator Herbert H. Lehman (Democrat, New York) introduced the two bills. He attacked the Eisenhower administration for "failing to develop or propose a program to meet the nation's housing needs," and charged that "existing programs were being managed in such a way as to discourage the construction of the kinds of housing most urgently needed." Senator Lehman predicted that unless a vastly expanded building program is instituted immediately, an acute

housing crisis would overtake the nation within 10 years as a result of the population increase and the increase in size of families. He said we are "inexcusably deficient" in terms of housing proportionate to the people's ability to pay, particularly for middle income groups and elderly people.

Lehman's housing bill is not being taken too seriously. We report it to show you the kind of housing program opponents of the Administration would have. The proposed legislation that will receive serious Congressional attention will, of course, be the Administration's housing bill, which was introduced February 27 (the day this issue went to press). Although it presently does not contain any drastic changes in current housing policy, it merits your serious attention, for the final version of it will considerably affect your business operations. The Administration's bill will be reviewed next month.

January FHA applications rose 18% above December, the first upturn in five months. FHA received 35,000 in January compared with 29,600 in December. The January figure includes 15,600 applications for new houses and 19,100 for existing houses, each up about one-sixth over December. "It is very likely," FHA Commissioner Norman Mason says, "this increase reflects an improvement in the availability of mortgage funds."

VA APPRAISAL AND HOME LOAN APPLICATIONS FOR PAST 12 MONTHS (IN THOUSANDS)

	Appraisal Requests Proposed Houses	Appraisal Assign- ments, Existing Houses	Home Loan Guaranty Applications
Feb. 1956	64.1	40.0	55.6
March 1956	72.0	39.9	51.1
April 1956	65.9	39.3	53.7
May 1956	69.3	38.9	58.9
June 1956	52.4	38.1	58.7
July 1956	51.4	34.0	54.3
Aug. 1956	56.0	35.9	66.3
Sept. 1956	45.1	28.0	55.1
Oct. 1956	43.1	28.1	62.7
Nov. 1956	30.4	23.0	55.1
Dec. 1956	24.9	18.6	45.5
Jan. (1956)	29.3	18.9	41.9

VA received 29,284 appraisal requests for new homes during January, an increase of 18% over the December total of 24,892. This is a good indicator of an upturn in spring building plans. Appraisal requests for existing homes held at about the December level. There was an 8% decrease, however, in home loan guaranty applications in January 1956 over December: 41,882 compared with 45,514. VA says this reflects the drop in appraisal activity last fall. It's still too early to feel the effects of the partial relaxation of credit controls announced January 17, 1956.

HOUSING STARTS — PUBLIC AND PRIVATE

(Underlined figures indicate record for that period)

	1951	1952	1953	1954	1955	1956
Jan.	85.9	64.9	72.1	66.4	87.6	74.6
Feb.	80.6	77.7	79.2	75.2	89.9	
Mar.	93.8	103.9	105.8	95.2	113.8	
Apr.	96.2	106.2	111.4	107.7	132.0	
May	101.0	109.6	108.3	108.5	137.6	
June	132.5	103.5	104.6	116.5	134.8	
July	90.5	102.6	96.7	116.0	122.6	
Aug.	89.1	99.1	93.2	114.3	124.7	
Sept.	96.4	100.8	95.1	115.7	114.9	
Oct.	90.0	101.1	90.1	110.7	107.0	
Nov.	74.5	86.1	81.5	103.6	90.0	
Dec.	60.8	71.5	65.8	90.6	75.0	
Yearly						
Totals	1,091	1,127	1,104	1,220	1,330	

Seasonally adjusted annual rate (private only), last 12 months:			
February 1956	1,370,000	August 1955	1,310,000
March 1956	1,367,000	September 1955	1,251,000
April 1956	1,350,000	October 1955	1,221,000
May 1956	1,362,000	November 1955	1,203,000
June 1956	1,371,000	December 1955	1,187,000
July 1956	1,283,000	January 1956	1,183,000

Non-farm housing starts in January held at about the December 1955 level, totaling 74,000 units. This includes 1,000 public units. Although the January figure is about 15% below the extraordinary January total achieved last year, it compares favorably with January starts in most other postwar years. The 73,000 private starts in January represent a seasonally adjusted annual rate of 1,183,000 units — about the same as in December 1955.

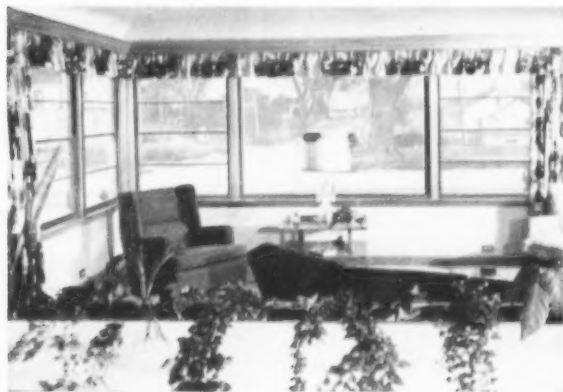
Add value to homes with windows from CURTIS



ADD A WHOLE EXTRA ROOM by enclosing a porch with Curtis Silentite Convertible wood windows. These versatile windows—used here as awning style sash—provide any desired degree of summer ventilation—yet have special weather-stripping to keep out the cold weather. In upright position, Convertibles can also be used as casements. New-style Zytel nylon hardware is furnished.



PROVIDE POPULAR CASEMENT CHARM with these modern, single-pane Curtis Silentite casements. Silentite casements give home-owners all of the beauty and comfort but none of the grief often encountered with ordinary casements. They won't swing or rattle...lock in any position...and they are superbly weather-tight. They come equipped with screens and insulating glass—and all hardware.



WIDEN THE OUTLOOK FOR OWNERS by using Silentite double-hung windows with a Silentite picture sash. No other double-hung window has all the weather-tight features of these Curtis units. They open and close at a touch—and their streamlined appearance gives them special charm and beauty. Easily installed in any kind of wall. Several styles available for your choice.



INCREASE THE SIZE OF SMALL ROOMS by creating a bay with Curtis Silentite double-hung windows. Here's an arrangement that adds more space—and more charm—to any home. These windows come as ready-to-install units, and go into the house with a minimum of time and effort. Like all Curtis Silentite windows, they are guaranteed as to materials and workmanship.

Silentite windows are sold by leading lumber dealers in most parts of the country. Send for Curtis survey showing how you can sell more quality homes—and new window idea book!

CURTIS



WOODWORK

heart of the home



Curtis Companies Service Bureau
201 Curtis Bldg., NRBJ 3-36
Clinton, Iowa

Please send me the new Curtis window idea book.

Name _____

Address _____

City _____

State _____



3-1

Beauty on a Budget

3-1

The trend toward luxury living in the modest price range is reflected in the "La Dupre," a Virginia Lee Home pictured here. This model with the low-pitched roof, wide overhangs, large glass area and carport has 1,510 square feet of space. One of a series in the Virginia Lee conventional homes, custom-built for "packaging," it features three bedrooms with a fourth, optional for family room or den, and two baths. The manufacturer offers a variety of flexible plans to suit exact requirements and income. A complete selection of designs will be sent on request. The striking interior view is of the "La Carrie," a 1,537 square foot house with three bedrooms, family room, country kitchen, two baths and two car garage.

Kitchens are Coy

3-2

A new wood cabinet line emphasizing the cool uncluttered look in kitchen design is offered by National Kitchens. Styled for homes in any price range, the line is available in a range of combinations — sink and drawer base cabinets, wall cabinets, base cabinets, range and oven cabinets, etc. National offers an easy-to-install selection of sizes and shapes for kitchens of any configuration. These cabinets feature non-warping Lusterite sliding panels, removable for easy washing, eliminating unsightly hardware. The wood cabinets are finished in decorator colors or in walnut stain with doors "color-keyed" to 60 Formica colors and patterns for the counter tops.

3-3



Product Progress

- New Models
- New Equipment
- New Ideas

To receive further information without cost or obligation for any items reviewed, use the handy inquiry form on page 14.



3-1

3-2



"Kitchen of Today" a Many-Splendored Thing

3-3

Demonstrating that dream kitchens can become a reality in the average American home right now, Frigidaire has created an "ideal showcase" in its "Kitchen of Today." Petal-pink appliances, accents of stainless steel, aluminum trim panels, roll-out shelves, drawers, bins and racks for storage convenience, built-in laundry unit, window-type room air



How Youngstown Kitchens help you increase the value of your property

Property value goes up substantially; maintenance cost goes down—the minute you put in Youngstown Kitchens!

There's no surer way to please your women prospects or tenants. Here's what you offer them:

- **BEAUTIFUL ENAMEL FINISH!** Baked-on, easy to clean and keep clean . . . in your choice of Youngstown Kitchens colors.
- **CONVENIENCE!** Everything designed by kitchen experts . . . correct counter heights, drawer and storage spaces easy to reach, cabinet sinks—every modern feature, including brand-new Undercounter dishwasher and time-proven Food Waste Disposer.
- **Plenty of benefits for you, too:**
 - **LIFETIME STEEL CONSTRUCTION!** Won't warp, rot, swell, splinter, or absorb odors (common complaint in wood cabinets).
 - **MAXIMUM VERSATILITY!** You choose from the kitchen industry's largest selection of units . . . to fit any area, large or small!
 - **LOW MASS-PRODUCTION PRICES**—from the world's largest maker of steel kitchens.
 - **TIMED DELIVERY** from the nearest of 91 fully stocked warehouses. Plus **FAST, ECONOMICAL INSTALLATION.**
 - **REDUCED MAINTENANCE COSTS!** High-quality Youngstown Kitchens last the life of the building, need only be washed and polished between tenant changes.

 **Youngstown Kitchens**
FOR THAT NEW HOME LOOK



Sold in the United States, Canada, and most parts of the world!

YOUNGSTOWN KITCHENS DIVISION OF **AMERICAN-STANDARD**, WARREN, OHIO

Director of Marketing
Youngstown Kitchens, Dept. NRE-356
Warren, Ohio

- ☐ Please have your distributor representative call—no obligation!
☐ Please send me Youngstown Kitchens' new "Specifications Book."

NAME (Please print)

FIRM

ADDRESS

CITY

COUNTY

STATE

Guide To New PRODUCTS & ADVERTISERS

Use the Handy Inquiry Form below for more information on new materials and advertised products.

How to use this Guide: The number to the left of a manufacturer's name is duplicated on the Inquiry Form. Mark the numbers on the Form about which you want more information at no cost or obligation. Cut out Inquiry Form and mail today.

NEW PRODUCTS

- 3-1 Virginia Lee Homes
— Beauty on a Budget
- 3-2 National Kitchens
— Kitchen Line
- 3-3 Frigidaire Division, General Motors Corp.
— Kitchen of Today
- 3-4 St. Regis Paper Company
— Capsule Kitchen
- 3-5 BNA, Incorporated
— New Real Estate Tax Manual

- 3-6 Miller Sewer Rod Company
— Miller Rod House
- 3-7 General Electric Conduit
Products Department
— Underfloor Wiring System
- 3-8 Nirenstein National Realty Map Company
— Two New Atlases
- 3-9 Kitchen Maid Corporation
— Multiple Storage Unit
- 3-10 Popular Mechanics Press
— "Do-It-Yourself Materials Guide"
- 3-11 Tri-Boro Enterprises, Inc.
— Tri-Boro Bathroom Accessories
- 3-12 Norris-Thermador Corporation
— Double Oven Magic
- 3-13 Thyer Manufacturing Corporation
— Maintenance Manual
- 3-14 Westinghouse Electric Corporation
— Micarta Unitop
- 3-15 K. D. Kees Manufacturing Company
— Joist Hanger

Journal Handy Inquiry Form

Products Editor

NATIONAL REAL ESTATE AND BUILDING JOURNAL
427 Sixth Avenue S.E., Cedar Rapids, Iowa

I want to know more about the items checked below. Please see that complete information is sent to me without cost or obligation.

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3-2	3-8	3-14	3-20	3-26
3-3	3-9	3-15	3-21	3-27
3-4	3-10	3-16	3-22	3-28
3-5	3-11	3-17	3-23	3-29
3-6	3-12	3-18	3-24	3-30
				3-31

Name	Title		
Firm			
Street			
City	Zone	State	

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- 3-31 The Thyer Manufacturing Corporation (back cover) 46

conditioner, and a homemaker's planning desk which doubles as a sewing center are some of the advanced features demonstrated in practical design application.



"Capsule" Kitchen Using Panelyte

3-4

Among new uses of decorative plastic laminates is the St. Regis Panelyte "Capsule Kitchen" with ideas for builders' built-ins. These include a built-in meat server on the same level as the oven and a bar built into the front of the serving counter. The sink top is postformed in Stippletone Panelyte with back-splash-to-counter-front one unbroken surface. Other features are a countertop range, a space-saving fold-up table, swing-out chairs, and built-in television.

New Real Estate Tax Manual

3-5

Real estate tax problems are so complex that there is no easy road to tax knowledge, but for anyone concerned with the real estate field certain basic knowledge is essential. *Tax Aspects of Real Estate Transactions* by Martin Atlas presents this essential information effectively, and it is well worth studying.

Plunging into the middle of a tax problem without having a thorough grasp of the fundamentals is dangerous, and Atlas is to be commended for not presupposing too much. He starts from scratch, so to speak, permitting the reader to understand the whole picture as well as some minor corner of it.

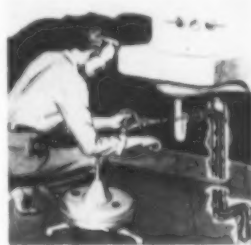
The problems and examples are selected and explained in terms the competent broker, lawyer, accountant or investor can understand. The book covers standard subjects such as mortgages, sales, leases, deductions, estate and gift taxes, and so on. *Tax Aspects of Real Estate Transactions* is published by BNA Incorporated, Washington 7, D. C., at \$12.50.

To receive further information without cost or obligation for any items reviewed, use the handy inquiry form on page 14.

Saves Plumbing Bills

3-6

A new unit for rapid cleaning of stubborn drain stoppages has been announced by the Miller Sewer Rod Company. Called the Miller Rod House, it will clean clogged toilets, wash basins and floor drains up to 100 feet in length. Operated with a twist of the Speed handle at the point of resistance, the Miller Rod is whirled down the pipe, cleaning out rags, scale, sand, grease, and other obstructions. This product is offered to prospects on a 30-day free trial basis to prove its value as a plumbing and sewer maintenance saving.



Underfloor Wiring for Two

3-7

A new two-level steel underfloor wiring system designed for commercial and institutional buildings and shopping centers has been announced by General Electric's Conduit Products Department. In allowing complete separation of services as well as unlimited number of duct feeds and services, the manufacturer says this system will fit any predetermined floor layout. The new system consists of two levels of steel ducts with necessary fittings and is designed to feed and distribute power, telephone, signal and auxiliary

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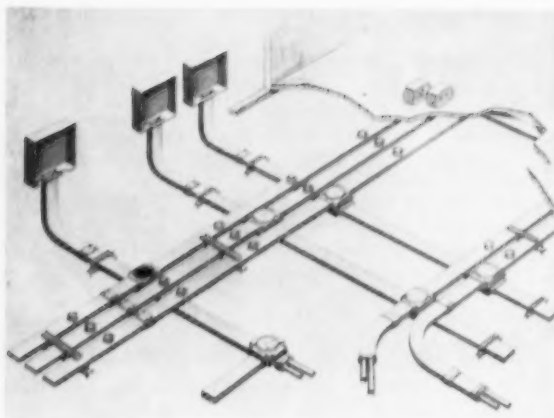
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Rush 100 "Deal Savers" _____ size.
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systems. It is believed this two-level design makes possible a new flexibility in layout of underfloor distribution systems.

Trade Tools

3-8

The need for consulting a detailed and reliable realty map when making important decisions has been provided for in the announcement of two new atlases. The Nirenstein National Realty Map Company has published two new volumes of real estate maps covering New York City, its environs, decentralized shopping centers and Boston. They are the Atlas of New York City, Volume XIV and Atlas of Decentralized Areas, Volume XIV-A.

To receive further information without cost or obligation for any items reviewed, use the handy inquiry form on page 14.

Cranny Planning

3-9



ends without the stoop and bend.

Troublesome kitchen storage problems may be solved with a multiple storage unit called "Paper, pot 'n pepper base." This is the name identifying the twin slideaway wire cradles hung on rollers to bring items stored in the base compartment within easy reach. Introduced in the 1956 line of Kitchen Maid wood kitchen cabinets, this unit offers high capacity for efficient filing of kitchen odds and

For Your Do-It-Yourself Clients

3-10

Looking for gift ideas for your new home buyers? There's a new book you may want to consider for

clients who are do-it-yourself enthusiasts. It's "Do-It-Yourself Materials Guide," by Clifford B. Hicks, an associate editor of *Popular Mechanics*. The book is intended primarily as a reference volume — a guide to all the major and most of the minor building materials. Perhaps it would be valuable in your own office as a way of acquainting new salesmen with construction materials. The book is available for \$3.50 from Popular Mechanics Press.

Bathroom Beauty by Tri-Boro

3-11



Tri-Boro bathroom accessories combine styling and workmanship with the beauty of bonded Formica — now available in a wide range of patterns and colors — to harmonize with all decors. The manufacturer, Tri-Boro Enterprises, Inc., says it is unaffected by use and wear, by hot or cold water, acid or alkali, and can be wiped clean and no painting is

necessary. A unit is available for every bathroom with a multitude of variations to suit every decorating taste.



Double Oven Magic

3-12

The "Masterpiece" double oven with the new bake-and-broil Thermador rotisserie represents the newest development in cooking craft of the Thermador electrical line. The originators of the "Bilt-in" range have produced a lifetime stainless steel double oven which has two eye-level fully automatic ovens in a single frame, requiring less than 45 inches of wall width. Each oven has 6,500 cubic inches of usable oven space, and the left oven is equipped with the new Thermador rotisserie.

Maintenance Manual

3-13

A new home, like a new car, is appreciated more by the owners when they understand how to keep it new and sparkling. With this thought in mind, the



Thyer Manufacturing Corporation has published a comprehensive maintenance manual for new Thyer home owners. Comprised of over 50 tips on care and maintenance and indexed for easy reference, the booklet tells the household handyman what to do in practically every mechanical emergency, how to prevent damage, and who to consult for professional tasks.

This manual is presented to new home owners in a permanent file-type envelope designed to accommodate all papers and documents pertaining to the home, such as fire insurance policies, warranties on appliances, etc.

New Micarta Unitop Introduced

3-14

A seamless surface of decorative Micarta highlights the new fully-formed Unitop, one-piece sink or counter unit combining deck and backsplash, which is being introduced by United States Plywood Corporation and Westinghouse Electric Corporation. The durable plastic-laminate runs — without interruption — from the top of the five-inch backsplash, through the cove and across the 25-inch deck, up and over the front of the no drip edge. No molding

is required for top of backsplash, cove or front edge. According to the manufacturer, Micarta is highly resistant to scratches, dents, stains and small concentrations of heat such as from burning cigarettes and its freshness is maintained by occasional wiping with a damp cloth.

To receive further information without cost or obligation for any items reviewed, use the handy inquiry form on page 14.

Time-Saver

3-15



An improved heavy duty joist hanger offers your carpenters a time-saver, according to the F. D. Kees Manufacturing Company. Carpenters will no longer have to notch the sub-flooring because joists using this new hanger can be mounted flush with the floor beam. The hanger can be used for new construction, and is considered good for use in remodeling old buildings.

PLASTI-CLOTH PENNANTS — WEATHERIZED — FADEPROOF BRIGHTER THAN CLOTH — STRONGER THAN PLASTIC

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24 Pennants (Size 12" x 18") Double Sewn to 60-Foot, 3-Ply Rope.

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Choice of any 4 imprints in box above. Each imprint selected will appear alternately on pennants, as illustrated. For company name or trademark, or any imprint not listed above, add \$10 for special screen work, unless order is for 20 sets or more.

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"THE CALL IS FOR KITCHENS

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MEANS TO YOU!



The appeal of a modern, well-planned kitchen is often the deciding factor in home sales and apartment rentals.

U. S. Steel's "Kitchen Call" will tell and sell the public on the advantages of steel kitchens . . . on the exciting new decorative possibilities of kitchens in color, the ease of cleaning, the inherent strength of a steel kitchen, the convenience and economy of adding modular steel units.

Your prospective buyers or lessees will recognize the desirability of steel kitchens. And they will be easier to "sell" if you show them modern, convenient steel kitchens in the homes you build.

PLAN ALL YOUR UNITS WITH

**KITCHENS
Styled in Steel!**

**Here's how U. S. Steel will promote
Kitchens Styled in Steel this year!**

- TV Commercials (featuring Mary Kay and Johnny) on the famous U. S. STEEL HOUR, reaching an estimated 25 million people!
 - Big-space ads in over 150 newspapers estimated to reach more than 21 million people.
 - Point-of-sale material to help kitchen retailers tie-in at the local level.
- Plus local tie-in advertising by manufacturers, distributors and retailers—and supplementary promotion by banks and savings and loan associations.



**All designed to create a demand for Kitchens
Styled in Steel in the homes you build . . .
or the apartments you manage.**

UNITED STATES STEEL



Salesmen or Ushers?

LAST fall James Gunderson moved to a mid-western city. He rented a house for several months, wanting to get better acquainted with the community. When he decided to buy, a business associate recommended a certain salesman for one of the oldest, most respected companies in town. Gunderson's associate telephoned the salesman and told him about his housing needs, what price he could afford and how much he could pay down.

The salesman never followed through!

Naturally, Gunderson was perturbed. He turned to the classifieds, picked two or three houses that seemed to fit his needs, made an appointment to see the houses.

This salesman drove Gunderson and his wife out to the first house, showed them through room by room.

"This is the living room. Here's a hall closet. This is the dining room and the kitchen is out there. There's a basement. And this door leads upstairs. Now I don't want to influence you folks — you just go right ahead and make up your own mind!" (That last statement is one of the oldest chestnuts in the business.)

Gunderson resented this. He knew very little about houses. Like any home seeker, he should have received answers to questions like these: How old is the house? What is its square foot area? In what condition are the heating plant and water heater? How is the plumbing? Had there been any trouble? What about operating and maintenance expense? High, low or reasonable?

What about the bus line? How far away is it? Where's the nearest grade school? Shopping center? Church? What about the neighborhood? Is it declining, or will this house be a good investment for a reasonable number of years? What about zoning? Is it likely to be changed? Is this section of town more or less desirable than other sections?

How large is the lot? Is there space enough to add a garage? Are the neighbors cordial? Do

neighborhood children run rampant over flower beds? Are there any easements on the property? Does this house and lot really fit my space requirements and my family's way of life?

The salesman did not offer the slightest bit of information. Gunderson, of course, asked questions. But having had no experience in house hunting, he could not think of more than a few things he should ask before buying. He'd been led to believe he could depend on a real estate salesman to tell him those things — *all* of them. He thought they were equipped to counsel on his housing needs. The final blow came when the salesman insisted on dragging Gunderson out to areas he definitely did not want to be in.

Gunderson sought another company, and then another. He had the *same* experience each time. The only selling effort made by any of the salesmen came when Gunderson showed slight interest in a house. Then it quickly became "the best buy in town."

The moral is clear. Gunderson wanted to be *sold*. He knew the real estate commission would be 5%. He wanted and expected *service*.

There is nothing unusual about Gunderson. The salesmen didn't treat him differently because he parted his hair on the left and wore a blue tie. You can be certain these salesmen handle *all* their clients in such a manner.

In a few years Gunderson will need a larger house. He'll have to sell his present one. Who do you think will get the listing? Would you even blame Gunderson if he tried to sell it himself? Anyone can *usher* a client through a house. Worse yet, anyone can hand a prospect a list of addresses, a handful of keys and say, "Go out and take a look and let me know what you decide."

Let's take a critical look at our sales forces. Are we harboring any *ushers*? Do all the men give the service the public expects? Do they realize every buyer is a potential future lister? Are they worthy of the term, "*Salesmen*?"

Roger Lakey

Two Trends to Watch in HOUSING DESIGN ... Family Rooms ... Utility Cores

FOUR MOST POPULAR HOUSES OF THE YEAR

— Annual Journal Exclusive

FAMILY rooms and central utility cores were the biggest news in 1955 housing design. There are definite trends toward "squarer" houses, and either story-and-a-half or two-story styles to gain more useful space.

You can't get away from the fact homeseekers insist on getting the most space for the money. They want this space well-arranged. If they have to sacrifice style or a few extras to get what they consider minimum space, they will. What taxes the home planner's ingenuity is how to best provide that space and still build a house architecturally good and compatible in size and style with its neighbors. If you can achieve this, you're going to come up with saleable houses.

The designs submitted to JOURNAL editors by four leading shelter magazines point up these trends. The designs were the most popular during 1955, deter-

mined by the number of requests received from readers for the plans. They merit detailed study, for the trends depicted can be important to you.

Why Are Family Rooms Significant?

Take a mental survey of families you know with young children. Where do the children play? Usually right under Mom's feet. This is true many times even when a recreation room is provided elsewhere in the house. From the mother's standpoint, she wants to keep the kids in view. In good weather, she wants the outside play area within easy view. Inside or out, with a family room the children can easily be kept under their mother's supervision.

All four of the plans submitted have a family room.

All four are located at an exterior entrance.

All four are in clear view of the kitchens.

What About Central Utility Cores?

In a central utility core, all the functions of a household requiring plumbing facilities and fuel lines are grouped. This includes kitchen, bathroom and utility room. They need not be entirely removed from exterior walls. However, you will see in one of the plans submitted that this composite enclosure *can* be removed from all outside walls, that it is logical to do so, and that doing so opens up vast new floor plan possibilities. Variations of the true central utility core are being used, but they do not provide as much fluidity of planning.

A central utility core cuts plumbing expense.

A central location affords the shortest distance from all other rooms.

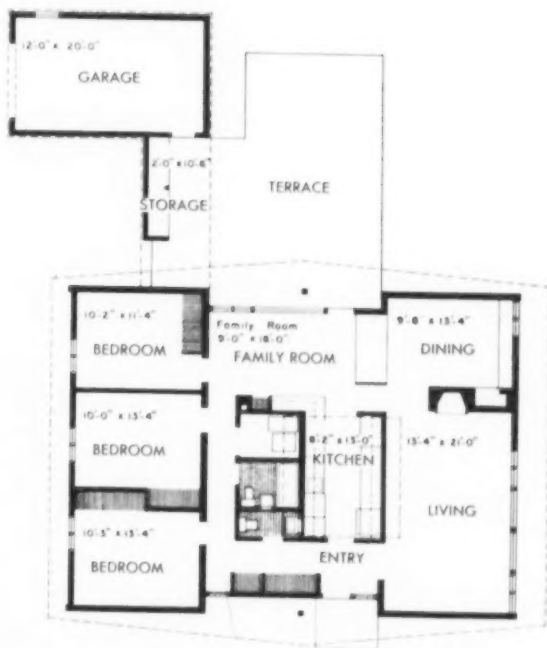
Extraordinarily flexible room arrangements are made possible.

YOU CAN ORDER THESE PLANS

Send your inquiries to House Plan Editor, National Real Estate and Building Journal, Cedar Rapids, Iowa, and they will be forwarded to the proper sources.



ARCHITECT: NORMAN C. NAGLE



LIVING For Young Homemakers

THIS 1,500-square-foot house serves well in pointing up perhaps the two most significant trends in today's housing design — family rooms and central utility cores. It is being promoted as a "living-conditioned" house, meeting the sponsoring magazine's requirements for light, sound, climate, safety, space, and color-conditioning. It was planned to be architecturally indigenous to the Midwest, but it is also adaptable to other regions. The plan solves the architect's greatest problem — the small house. It makes limited space expansive. Psychologically, its designers claim, it is twice as big as it is physically. Active and quiet areas extend in an unbroken circle around a central, windowless core containing the kitchen, baths and utility room. There's no feeling of restriction, no sense of barrier, yet privacy is given complete respect. Sleeping quarters and activity areas are segregated. An expanse of skylights — engineered to solve the problem of summer heat gain and winter heat loss — and built-in artificial lighting amply and properly light the inner core of windowless rooms.





DESIGNER: ROBERT E. LEE, PETERSON OF LOEWENSTEIN ATKINSON ASSOCIATES

ARCHITECT: HUGH STUBBS ASSOCIATES



BETTER HOMES AND GARDENS

ALTHOUGH it clings to the contemporary long low trend, this house makes excellent use of space and is so arranged it can be built in sections. Its planning recognizes Americans' love for the outdoors. It has three separate outdoor areas, each related to a room in the house. There are unexpected ways of reaching them from the front, the activity side, and the largest bedroom. Note the central placement of the family room. A remarkable interior arrangement allows any room in the house to be both different and separate from other rooms. It has no doubling for traffic lanes, no

doubling for use of space. Yet, areas are quite versatile. A free standing fireplace forms the living room focal point and provides privacy for the front entrance. A skylight floods natural light into the entry way behind the fireplace. Where living room walls are not exterior siding, they are textured grass cloth. The exposed ceiling structure, board and batten walls and fireplace brick afford plenty of pattern. This 1,626-square-foot house was promoted as the "Better Homes and Gardens Idea Home of 1955" and was built in 100 cities last year and seen by approximately three million people.





GOOD HOUSEKEEPING

THOSE who like the fine traditional styling of the past can have their cake and eat it, too, with this popular house design. Although the exterior is traditional, the planning is contemporary. The glazed porch (see floor plan) serves as an all-weather family room that's in easy view of the kitchen. Actually, today's family room can be considered a revival of the old porch. It's merely been pulled inside, treated as an important room and given its rightful place in the room layout. Note in this plan the kitchen, porch and living room all have two entrances, one for each of the other two rooms. A generous hallway provides easy access to the sleeping and bath areas. One bedroom exits into the kitchen. The kitchen is large enough for table and chairs, saving space with abundant use of built ins. There's a sizable attic, accessible by a pull down stairway. This same plan could be arranged to provide a "finishable" half-story upstairs. This 2,000-square-foot house has no basement. It's heated by a horizontal hot-air furnace suspended beneath the first floor joists.



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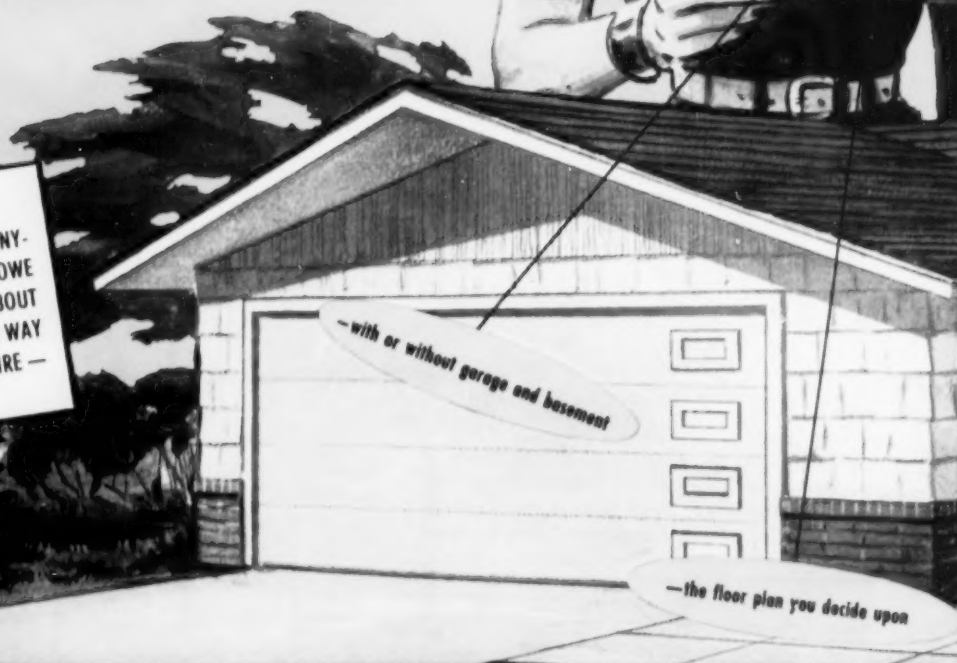
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Silent Architect



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LOOK AT THE CHOICE JUST **ONE** BAS



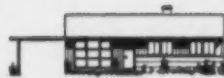
no garage, gable roof,
double hung windows



no garage, flying gable roof,
sliding aluminum windows



no garage, hip roof, "high"
sliding aluminum windows



carport, gable roof,
sliding aluminum windows



carport, butterfly roof, "high"
sliding aluminum windows

THE BEST COMMUNITIES OF TOMORR



See this revolution in factory-built home design that BEST is introducing for 1956! Best "Freestyle" Homes give you as many different home designs to sell as you could possibly want—up to 45,000 from a single basic plan. But *you* work with only the one, two or maximum of three basic plans *you choose*.

To sell this history-making "Freestyle" Home, Best has developed a sensationally-unique merchandising and sales tool—the "Silent Architect". With it you can show customers exactly what their home will look like—whether you offer every "Freestyle" design or a limited selection.

Every day you miss getting the facts about Best "Freestyle" Homes and the "Silent Architect" is a day of lost profits.



W. G. BEST HOMES CO.
EFFINGHAM, ILLINOIS



IC FREESTYLE DESIGN OFFERS YOU!



carport, flying gable roof,
double hung windows



1 or 2-car garage, flat roof,
sliding aluminum windows



1 or 2-car garage, hip roof, "high"
sliding aluminum windows



1 or 2-car garage, flying gable
roof, double hung windows

OW ARE BUILT WITH BEST TODAY!



ARCHITECT: BERIDAN K. WEDD, F.A.I.A.



AMERICAN HOME

YOU can't tell the front of this house from the rear. Actually, either facade would serve as a front. That's one of the virtues of good design. What deceives you is the lack of a garage door on either facade. The garage is entered from the end, suiting the plan well for corner lots or large sites. As in the other three plans, it has a centrally located activities room. It's right inside the main entry and has

copious window area to let in the outdoors and provide a wide view of outside play activities in warm weather. An extra full bath is just off this room, making it directly accessible from kitchen, utility room and garage. The spacious 15' x 30' living-dining room has an expanse of glass on one side. A double fireplace concisely serves both living-dining and activities rooms and provides a flue for the

furnace. Note the utility room does not contain the furnace and water heater, but serves as a laundry area. A pull-down stairway gives easy access to attic storage. Both entryways are protected by the wide overhang gained by recessing the center sections of each facade. The house is quite large, containing 1,930 square feet, not counting the garage. There's no basement, but one could be added.



What Is A "Safe" Advertising Budget?

Your advertising budget should be keyed for emergencies. It should honestly reflect the amount you spend to sell your homes. This Miami advertising counselor also believes it should be considerably larger than most of your budgets have been in the past. Here are reasons why you should re-examine your budget.

HOW large should your advertising budget be? What should it cover? Do you need to spend more on advertising?

A. R. Phillips, advertising counselor in Orlando, Florida, says these facts have to be considered:

"New homes will probably be plentiful in 1956 and buyers will have a greater variety of homes from which to choose. Competition among builders will be keen. Easy credit can no longer be relied upon. Selling, therefore, will have to be vigorous.

"In view of these changing times, your advertising, merchandising and sales promotion appropriation should be based on a more realistic approach."

An advertising budget, whether for yourself or for projects being developed by your clients, should be set up on a three-way idea, Phillips says. It should have these parts:

1) A "satisfactory" budget, or one large enough to do the job under ordinary circumstances.

2) A "secondary" budget, or one that allows for emergencies.

3) A "catastrophe" budget, provided in case you encounter many unforeseen difficulties.

The *satisfactory budget* should pay for the planning, media costs, direct mail, special literature, pub-

lic relations counsel and all general promotional activities. Phillips says 3% of the sales cost should be allocated to cover this program (and few builders have approached this figure in the past). The fee of the public relations program should be set up at 15% of the gross budget, the remainder to cover all other items (determined by your own local situation).

The *secondary budget*, Phillips says, should amount to 0.8% to 1%, and is allocated to cover common problems such as a prolonged period of bad weather which would reduce the effect of the original program.

The *catastrophe budget*, set at 1.2%, is advisable as a safeguard against a really serious situation caused by any unpredictable developments. If sales are extremely slow in a project this catastrophe budget is your only means of combating the situation without cutting into your profits.

Phillips says 50% of the *satisfactory budget* should be used for newspaper advertising. He also says he doesn't necessarily mean display advertising as such. Many successful builders have used classified advertising exclusively, with a direct mail follow-up campaign. Phillips says a coordinated classified program in local, state, and

even out-of-state newspapers can be effective as well.

Don't be content to copy someone else's ad — it may prove to be a dud in your case, Phillips warns. You should also make an effort to keep your ads "simple, truthful and informative." If you strive to be original but give only the facts, you are actually qualifying the prospects who respond. Your ad copy should be written in the same forceful manner you would use in personal conversation.

Your advertising expenditure, in every case, should be included in the selling price of your homes, just as would be true if you were selling pots and pans, automobiles or clothing.

Phillips cites this example: Assume you have a house to sell that has cost you \$8,000 to build. You plan to sell it for \$10,000. Your three-way "safe advertising budget" is 5%, or \$500. The sales commission will be another consideration, perhaps an additional 5%. You must add these two \$500 expenses to your over-all cost if you are endeavoring to make a 10% net profit.

The full appropriation, Phillips says, should be made at one time and should cover all three factors — whether or not the secondary or catastrophe budgets are ever needed.

"Don't fool yourself. Many builders have said they charge up everything to advertising — contributions to this or that charity, Little League baseball sponsorship, and so forth. While this self-deception may make you feel better and cajole Uncle Sam, frankly, it doesn't sell homes."

The matter of public relations is vital, however. "The increasing role public relations is playing in our economy makes your relations with the public mandatory if you want to obtain proper recognition and acceptance.

"Every facet of contact and communication should be employed to properly sell not only your homes but yourself to the community. You must be civic-minded, participate in local affairs and join such organizations as the Chamber of Commerce, businessmen's associations and the planning commission. Every last member of your organization, as well, from the top down, must be imbued with the spirit of public relations — prepared to answer questions about construction and other elements of your operation. These people are 'free' salesmen for you."

How the Professional Salesman Makes His Approach

Basic "human relationships" are common to all types of selling. By mastering the principles discussed in this article, your salesmen can sell more effectively — from the crucial "first ten seconds" of the contact to the successful closing of the sale.

By J. N. BAUMAN*

Executive Vice-President
The White Motor Company

THERE isn't anything very mysterious about two people getting together to discuss something of mutual interest. And that, basically, is what the approach to a sale amounts to.

But before a salesman can approach a prospect properly for that purpose, he has to do a number of things:

He has to get himself in the right mental state. He has to make up his mind to *like* the man he is dealing with.

It is essential that a salesman build up within himself this liking for his prospect. He cannot talk convincingly in terms of the prospect's self-interest unless his whole attitude conveys the impression that he is interested in him and wants to help him . . . in short, that he likes him and wants to do him a favor as a friend.

Nothing telegraphs itself so quickly to a prospect as a feeling of animosity on the part of a salesman . . . or superiority . . . or just plain disinterest in the prospect *as a person*.

So whether a salesman is trying to make a capital goods sale, amounting to thousands of dollars, or selling insurance, a service, or an Arrow shirt, the first thing he must do is make up his mind to like the person doing the buying — and reflect this feeling in his expression, tone of voice, and attitude.

It helps to keep in mind the admonition of one of America's great salesmen: "*Put your prospect on a pedestal.*"

If necessary, a salesman should

force himself to look up to the prospect as a worth-while individual he wants to serve.

People today are pretty highly regimented in their daily lives. When they are buying something, they have practically their only opportunity to play king — or exercise freedom. This, in turn, is the salesman's opportunity — to recognize the reaction to modern pressures and to capitalize on it.

Let the buyer be king. Let him exercise his freedom. This doesn't mean he should walk all over the salesman but the salesman, by ac-

The more a product or service costs, or the more important it is to the business or daily lives of prospects, the more a salesman has to build up buyer confidence in him as an honest, competent adviser, as well as a seller of merchandise.

tions as much as by words, should let the buyer know he has been *put on a pedestal*; he should know that the salesman recognizes his problems and wants to help him solve them, because he likes him as a person.

Remember that *the first 10 seconds before a customer are critical*.

In other words, first impressions are important.

And the approach deals with first impressions.

The customer is slow to change a first impression — and a wrong one can become a permanent prejudice.

First impressions, of course, are

based on many things — tangible and intangible. Some are quite unreasonable and beyond the individual's power to do anything about.

I don't intend to say anything about dress. That is, of course, a basic element in the impression a man creates. Salesmen all know the canons of good taste on that score. Clothes should be neat, well-pressed and, as someone has said, "your tie shouldn't be any brighter than your smile."

Sales experts all have quite a bit to say about the importance of voice in making a good first impression.

Of course, it shouldn't be high-pitched and squeaking; neither should it be too deep and funereal. Words should be spoken slowly enough to be clearly understood but, again, not so slowly as to arouse impatience.

Almost anyone can cultivate a voice that reflects pleasant feelings and helps to lift the customer to what psychologists call the "participating, enthusiastic, accepting side of life."

An *up-rising* voice holds attention. A *dying-out* voice loses attention and gives a sound of un-welcome.

Emphasis does not mean shouting.

Yelling is not selling.

A noisy greeting is often obnoxious and resented.

A voice of conversational intimacy draws people together; this is desirable.

A prospect will "open up" and discuss his problems much more freely when the interview is carried on in ordinary conversational tones.

Most of us have had the experience of hearing our voice on a tape recorder for the first time and be-

*Condensed from *Sales Management*.

ing surprised by its sound. It's perfectly true that most people are unaware of what their voices sound like to others, and for that reason salesmen should find it advantageous to practice their selling voices on a tape recorder at home.

A man's own shaving mirror is also a good salestraining tool. The best actors are not ashamed to practice before mirrors. Their purpose is not only to practice pleasant expressions but, particularly, to learn to use their lips and enunciate properly.

Many salesmen make a bad first impression because they are lip-lazy. We are supposed to use our lips in saying *good morning*, for instance. But it is amazing how many people say it with their mouths half open, scarcely moving their lips at all. Try it in front of the shaving mirror. It might surprise us to see what a pleasant, animated expression we get just saying it.

Remember, a salesman has only 10 seconds to make a good impression!

What does he look at, in the first instant of contact with his prospect — his necktie . . . his left ear . . . his bald spot . . . the lodge pin in his lapel? Or does he look him straight in the eye, wait for him to extend his hand — if there is to be a handshake — then start to talk?

That's what he should do. A good salesman always looks his prospect in the eye on meeting.

The eye — more than the ear — is the best receptor of the friendly feeling.

The friendly-eye expression when old friends meet is the best proof of that. So, the eye is to be used not simply to appraise or

estimate a prospect's reaction. The eye, as much as the voice, should be used to promote mutual understanding and friendliness.

Just a matter of personal curiosity, a salesman might make it a matter of routine to note the color of the eyes of every prospect he approaches in, say, the next 10 days.

Incidentally, one of our most successful fleet salesmen in New

The first thing a salesman must do is make up his mind to like the person doing the buying — and reflect this feeling in his expression, tone of voice and attitude.

York has made a habit of this for years.

He can tell you the color of the eyes of every truck operator he calls on. He told me that he acquired this habit years ago, as a young salesman, to force himself to look directly into a new prospect's eyes at the moment of meeting him for the first time.

Obviously, different kinds of selling call for different approaches. Nevertheless, they all have in common the human relationships I have mentioned.

But I do not wish to oversimplify this matter of the approach to a sale.

The salesman has to be a good student of human nature.

He has to be able to size up the prospect quickly.

And, after making a good impression, he must go on to win his prospect's confidence.

In the case of retail, over-the-counter selling, this must be done quickly.

Building confidence usually con-

sists of just two elements in retail selling — The salesman shows interest in the customer's wants and quickly demonstrates a knowledge of his stock.

If the salesman has correctly sized up the customer's need and produces a proper product to meet it, confidence is automatically established in the customer's mind and the sale is half made.

In other types of selling, it is not possible to establish this feeling of confidence as quickly. The more a product or service costs, or the more important is to the business or daily lives of prospects, the more a salesman has to build up buyer confidence in him as an honest, competent adviser, as well as a seller of merchandise.

If the product is insurance, he deals with a prospect's ultimate financial security. Not many things could be more important to the prospect. He, naturally, will buy only from one in whom he has confidence.

If the product is something that requires a rather large capital expenditure, but will return itself in future savings or extra earnings, the same is true. A prospect will buy only if he has confidence, first, in a salesman's ability to analyze his business correctly and, second, in his ability to prescribe for the future.

It is this growing element of confidence that, more than anything else, makes salesmanship a profession.

Horse and buggy salesmanship methods of yesterday have given way to the highly developed counseling methods of today.

The modern salesman does not rely on a bag of tricks to make a good first impression only. It is part of his approach — part of his basic selling technique — to win the confidence of his customer, to make his customer regard him as a counselor — in much the same way he regards his lawyer or doctor, or any professional man.

There are four basic rules a salesman should follow to gain a prospect's interest — and win his confidence:

1. Prove that he knows something about the prospect's business and his problems.

2. Give the prospect a chance to talk to him.

3. Never make a quick, glib, unconsidered remark.

4. Be sure the prospect understands his statements.

A salesman can be sure that he

Can You Answer "Yes!" to These Questions?

1. Do you make up your mind to *like* your prospect?
2. Do you think of your prospect as a worthwhile person you want to serve?
3. Do you speak in "ordinary conversational terms" — in a voice, that is clear, friendly and always under control?
4. Do you give your prospect a chance to talk?
5. Do you analyze your prospect's needs and create confidence that you can help him meet them?

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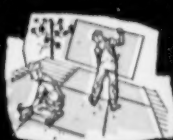
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will never inspire confidence in his prospect unless he convinces him that he knows something about his business and can help him with at least some phase of his problem.

Learn to Listen

After he has done this, it is extremely helpful if he can get the prospect to "open up" and talk about his business.

If he wants to talk, let him: A man in the mood to talk isn't in the mood to listen.

There is another reason for letting a prospect talk — or, if necessary, trying to encourage him to talk: Information gained in this way may change the whole direction of the later approach and follow-through.

The salesman who discovers the art of getting his prospect to talk is not likely to talk too much himself.

And that is one good reason for learning and practicing the art of listening to the prospect.

Such training also helps the salesman to refrain from making quick, glib, off-the-cuff comments.

Similarly, a statement made by a salesman, which the buyer does not fully understand, can be equally harmful. It may be entirely true, but sound boastful — or even fantastic — if the buyer hasn't been taken through the steps leading up to it, and doesn't understand it.

A distinction should be made between statements made to gain *interest* and those made to gain *confidence*.

A salesman may arouse interest by some such statement as this: "Mr. Prospect, this machine will pay for itself in 30 days."

But if he makes such a statement in his approach, he must go on to build enough confidence to convince the buyer of its truth later in the sale, or more harm than good results.

The winning of a prospect's confidence, as early in the approach as possible, is important to the salesman not only in making the sale, but often in selling what the buyer needs, rather than what he has in mind to buy.

In most cases, the buyer wants

The customer is slow to change a first impression — and a wrong one can become a permanent prejudice.

to keep his purchase at a *minimum level of cost*.

A salesman must have specific knowledge of the buyer's business and problems to recommend — and sell convincingly — above the minimum concept the buyer has in his mind.

Very often, what he should buy is quite different from what he has in mind to buy, but unless a salesman has won his complete confidence, it is virtually impossible for him to change the mind of an experienced buyer.

Yet all the great changes that have come about in our mode of living in recent years are the result of successfully selling *above people's minimum needs*.

It is this growing element of confidence that, more than anything else, makes salesmanship a profession.

This applies to our homes, transformed by our many labor-saving devices, as well as to stores, offices and factories — from cash registers that make change to electronic accounting and automation on the production line.

All are the result of selling, constantly, *above people's minimum needs*.

Today's miracle performer becomes tomorrow's minimum need.

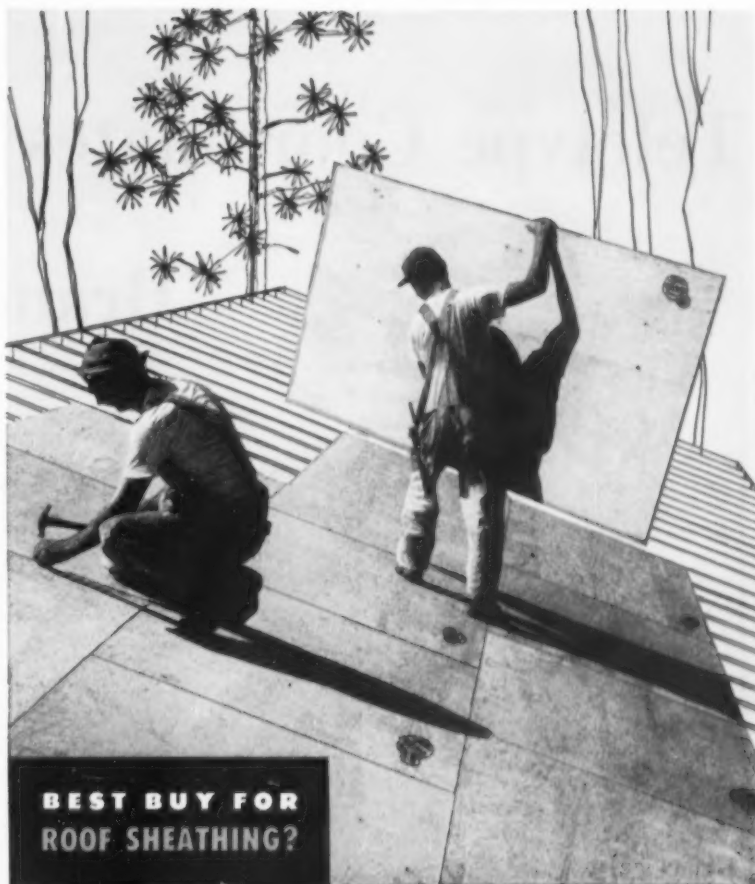
This principle is the mainspring of our economy.

Industry can confidently bring out new and constantly improved materials, products and models — as rapidly as ever-widening horizons or research disclose them — because the salesmen of this country have proved that they can win markets for them quickly.

Creative Selling is Needed

Without this creative aspect of salesmanship — and if it did not function as powerfully and successfully as it does at all levels of trade — and new and better materials, products and models, *above the minimum concept of need in buyers' minds*, could only be developed laboriously.

If a salesman is to achieve his main purpose and sell every prospect what he should buy — and not merely take his order for the minimum he has in mind — he should pay attention to the approach.



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Handy 48-page specification guide. Contains application, finishing, grade data. Douglas Fir Plywood Assoc., Dept. NR, Tacoma 2, Washington.

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Plywood of other western softwoods available, look for this DFA grademark.

Teletype Coordinates These Branch Offices

Ability to offer streamlined service often makes the difference between winning and losing in the race with your competition. If you operate over a wide area with branch offices, you can flash up-to-the-minute sales data to all offices with a teletype machine.



Teletype machine relays messages simultaneously to four branch offices in two minutes for R. A. Gall Realty Company, Cleveland. R. A. Gall is shown handing a message to Operator Janet Hodoroski to be relayed to branches.

HOW do you keep all your branch offices informed of the activities of the central and other branch offices? This Cleveland Realtor does it with a teletype machine. Among its advantages are:

- 1) All offices immediately learn of other offices' actions.
- 2) Messages are written, not oral, thus avoiding mistakes.
- 3) Valuable telephone selling time is not wasted with interoffice minutiae.
- 4) Messages can be sent as desired, whether a certain person is at the particular office, or whether all persons in that office are tied up.
- 5) Important conferences with clients are not interrupted by less important telephone calls about office detail.

When you're operating five offices and keeping a staff of 60 salesmen, as the R. A. Gall Realty Company does, it takes modern equipment to coordinate operations. The teletype machine helps increase sales volume by the improvement in service it brings. Not to be overlooked is its publicity value.

Approximately 95% of Gall's business comes from residential property sales. Its annual sales volume is about \$20 million. Here are principles of operation which help achieve that volume.

"All our listings are handled on an exclusive basis only, and the salesmen in any of our five offices are entitled to sell any listing in our portfolio. In other words, there are no assigned territories," says N. E. Bahr, general manager.

"Our teletype machines coordinate the activities of all of the salesmen. All information regarding sales, price adjustments, new listings, and general data of every description which is vital to the conduct of day to day business is transmitted from our main office to all branch cities simultaneously. In this manner everyone is aware of what is transpiring at all times."

Gall requires all salesmen to inspect all listings in the area of the office to which they are assigned. These men are assigned specific floor time and receive calls directly on their particular day. Sunday open house is an additional source of many prospects.

Sales meetings are conducted bi-monthly by the office manager in each of the offices, the theme generally being "How to Make More Sales." Salesmen also discuss new developments in the industry, such as financing, construction, city expansion. In addition, general sales meetings are held periodically during the year and all personnel are required to attend.

Regarding training of new salesmen, Bahr says, "We've found it advantageous to hire and train men with little or no real estate experience — that it is difficult to teach an old dog new tricks."

"We pride ourselves in that we conduct our business in accordance with the code of ethics of the real estate board, and to do this we must necessarily have many rules to govern our men's activities. But we believe conducting our business in this manner has been a major factor in our success."

N. E. Bahr, General Manager, R. A. Gall Realty Co., Answers These Questions:

Q. How are your five offices staffed?

A. They are operated, as far as methods and policies are concerned, as though all five offices were one office. Each has a manager and assistant manager to govern the activities of the personnel assigned to that office. The main office is the nucleus of the entire

Using TV for Name Promotion

Television advertising of Gall Realty is used more for "name" promotion than to sell listings. In his 12:30 to 1 p.m. Sunday program, Gall does this:

- Shows a variety of listings in various price ranges and locations to show he has a home to fit every need.
- Uses his most photogenic listings. (Good photography is essential to this type of advertising.)
- Sells the idea that Gall Realty is the company to list with for quality and speed of service.

operation, and all listings are duplicated and distributed from the main office. All clerical activities are conducted in the main office.

Q. How do you deal with hard-to-sell properties?

A. We do not find any properties hard to sell, if they are listed at the right price. Price, after all, governs the salability of any property. If we've been unable to sell a property after 30 days, we assume there's a reason. And in most cases the asking price is too high. We review it with the seller and adjust to make the house more salable.

Q. How often do you advertise a listing?

A. This is not governed by any hard and fast rule. It depends on the listing itself. We are more concerned with making certain that our daily newspaper advertising includes a complete variety of home types, prices and locations. Approximately 25% of the listings we advertise include photographs.

Q. To what extent do you rely on radio and television?

A. We use both. We have sponsored a morning radio news show for many years and a weekly television show entitled "Cheerful House" which features, in addition to talent, items of interest to home owners and prospective home owners. Radio and television is used primarily for name promotion, or institutional advertising.

Q. Do you use sales contests?

A. These are neither the rule nor the exception. Occasionally we have a contest to increase sales or new listings, but we don't place a great deal of emphasis on their value as business-getters. A good real estate salesman, we feel, should need no greater incentive than the liberal commission he is paid.

How You Can Get Better

Training your salesmen properly is a big job,
but your efforts will be wasted if you
haven't picked the right men in the first place.

Where can you get salesmen? How should
they be interviewed? Should you hire them on
a trial basis? The author gives valuable answers.

By CHARLES L. LAPP
Professor of Marketing
Washington University, St. Louis

SELECTING a man or a woman for real estate selling is an extremely important decision. Taking a chance on a person because he might *look* as if he can sell or because he wants to sell can be extremely costly. It may cost from \$25 to more than \$500 to hire and train a salesman. This cost is often insignificant when other costs such as lost sales and public ill will are considered.

Even more costly is business not gained or even lost because of ineffective selling or handling of clients. Then, too, the cost in time involved in hiring a new salesman and supervising difficult salesmen cannot be ignored.

Every owner or manager of a real estate company when hiring new men or women for office jobs might well consider hiring some persons who have sales potentiality. Then you have the opportunity to observe them more closely on those jobs as they mature. This farsightedness alone, however, is not enough; it will not provide a growing agency with a sufficient number of real estate salespeople.

Certain steps in selection must be followed. Real estate executives who have selected sales manpower more scientifically report they have reduced their failure rate from three out of four to two out of four. For example, one real estate broker said, "In the past, when hiring salesmen, I have navigated by the seat of my pants. I have hired strictly on the basis of per-

sonal judgment, restricting my recruiting to men or women seeking sales jobs. I now consider this haphazard. I am investigating more thoroughly each man or woman hired and using tests as a part of my basis for selection."

Where to Get Salesmen

Following these basic steps will help you avoid haphazard selection:

1) Prepare a *job description* of the activities expected of a real estate salesman. If different salesmen are to sell to different types of buyers, to sell different types of properties, or to do mainly "inside" selling, then a job description must be written for each salesman who does a different type of job. Because certain salesmen succeed in selling houses does not mean they will succeed in selling commercial properties, and *vice versa*. Because your clientele may be quite different (or because you may expect something different of your sales staff), it does not follow that a man or woman successful with another agency will be successful with you.

2) Determine what *qualifications* are necessary to perform the activities expected of your salesmen. A past history record analysis of the background, experience, environment, formal education and financial status of people you have found successful in selling real estate may be helpful in formulating a blueprint of the type of man or woman desired. This step is possibly so difficult for one company alone that it should perhaps be given group attention by your real estate board.

3) Decide from which *source or sources* the type of individual desired may be found. A decision has to be made whether men or women, with or without sales experience, are preferred. Some executives prefer men with no sales experience but who do know the technical side of real estate. You must decide if you want part-time salespeople — such as housewives or men with other jobs — or if you want only full-time salespeople.

The following sources are suggested:

Non-competitive salesmen selling other services or products;

Recommendations by your own personnel;

Private and government employment agencies;

Advertisements in newspapers and local trade magazines;

College and universities (particularly participants in adult education programs);

Salesmen

Retired business men;

Supply salesmen who call on you;

Buyers or sellers who are or have been clients.

4) Follow definite *selection procedures*. There is too great a tendency to select salespeople too fast. It is easier to tell a man he doesn't meet your qualifications *before you hire him* than after he has worked a few months.

How to Pick the Right Man

The procedures suggested below need not be followed exactly, but are in the sequence in which they are most often used. It should be kept in mind that any one of the following selection procedures may give sufficient information to be the basis for rejecting an applicant but probably not enough to justify hiring one.

1) Require each applicant to fill out an application blank. More can be found out by means of the application blank in less time than by any other means. An application letter may be even more useful if the man is told specifically what questions you want him to answer in such a letter.

2) The interview is probably the most important part of the selection process if it is conducted properly. In selection interviews, it should be kept in mind there are two main objectives: first, to present the job to the man, and second, for the man to present himself to the job. Too much emphasis on presenting the job will leave no opportunity to detect an applicant's strong points or weak points. Too much emphasis on interrogating an applicant may result in failure to attract some men that might be desired. Therefore, certain principles of interviewing should be followed:

a) Interview an applicant a number of times under different conditions, possibly in your office, at lunch and in his home. By all means, meet the applicant's wife and find out if she is enthusiastic about his taking the job. (Home interviewing is becoming more prevalent.) To assist in making such interviews more effective, The Dartnell Corp., 4660 Ravenswood Avenue, Chicago 40, Illinois, has prepared a home interview form, available for a small charge.

b) When interviewing an applicant devote your full attention to the applicant, eliminating all interruptions.

c) Have a number of people (at least three) in

(Please turn to page 42)



Phrenology won't help much



Don't over-stress his duties



Check his references carefully

Seek and ye shall find them





Condemning city property for community use is ticklish business. It can be done successfully only by use of a scientific, professional appraisal.

How to Keep

By HARRY R. FENTON, MAI

Seattle

1955 Regional Vice President

American Institute of

Real Estate Appraisers

Years ago, personal whim of condemners fixed valuations of condemned property. Not so today! Property owners know about and demand professional appraising. This article will help you sell that service to your state or city for condemnation proceedings.

AS ALMOST everyone knows, the sovereign, represented in our country by the federal or state government, county, city, school district, port authority or other government agency, has the right to acquire any citizen's property when needed on behalf of the whole community. This right, however, is surrounded with many safeguards. The property must be needed for proper community purposes, and the sovereign authority must fully and justly compensate the property owner within the limits of the law.

Most governmental bodies conduct their condemnation affairs on a very high plane. They practice what they preach — that the government should not be forced to pay more for a piece of property than it is worth, but must at the same time see that the citizen is fully compensated when his community requires him to give up his property for public use.

No Bargains

Thus, most condemning authorities make no effort to buy bargains. Bargaining for a cheap price

may be in order between private parties. But the citizen, be she a widow or a speculator, is entitled to receive fair market value for the property — no more and no less.

But what is fair market value? Ah, there's the rub! A few years

"The professional appraiser tries his level best to walk a tight rope, stick to the facts, be unbiased, and avoid becoming an advocate of anything except justice." — Harry R. Fenton.

ago, the condemner relied entirely on the unsupported judgment of the members of his staff. Today, if he does not have competent, trained appraisers on his staff, the condemner will call in one of the professional appraisers in his area to aid him in establishing the worth of the property to be taken.

Where an adequate and honest appraisal is made, experience proves that a great many troubles that beset the condemner in his

relations with the public vanish. Property is acquired without resorting to the courts in most cases, and, when the condemner goes to court (as must happen occasionally) he finds that where his appraisers are honest, qualified and well informed — and especially if they are independent men not on his payroll — he seldom loses a case.

Safety is Achieved

Both the government and the citizen are given a tremendous degree of safety through the honest and responsible efforts of a good appraisal, and the sovereign keeps faith with the citizen.

For example, I recently served my city as appraiser and negotiator in the acquisition of about 100 parcels of land. This land was needed for traffic interchanges involved in building a double bridge across the river in the industrial end of the city. Approaching the valuation of these parcels with an open mind — as good sense dictates one must — I was astonished to find that what appeared at first sight to be cheap, low grade industrial land was actually selling at considerably higher figures than I had been aware of. This was due to the rapid change in the market in that area during the preceding two years. However, a careful study of all sales made in the area and within a radius of a mile indicated the soundness of the valuations.

On the basis of these comparisons, what might have become a nasty fight involving the city with

Condemnations Out of Court

many of its citizens was avoided. No one was overpaid, yet the city avoided being placed in the position of strong-arming the owners on the basis of values long since past and with a consequent reliance on the courts to settle disagreements.

In each case I contacted the property owner, after having made my appraisal, sat down at the table with him, gave him my report to read and invited him to pick holes in it and show me (if he could) where I had erred. In a few cases valid errors were pointed out which were amended, but in the absence of any actual and tangible error, I stayed with my figures and refused to negotiate at any other. The result was that the acquisition was made promptly. Of more than 100 owners, seven went to court. Of the seven that went to court, all were settled within 5% of the appraised price offered. After court and legal expenses, none came out as well, I'm sure.

Basic ingredients in this type of situation are, first, an honest and fair appraisal and, second, the determination on the part of the condemner to pay a fair price but no more, to give the condemnee the opportunity to study the appraisal and convince himself of its righteousness and to then have the condemnee know that the condemner will go to condemnation immediately and without any horse trading. Once the word gets around the condemnation project that the condemner is horse trading, delays are inevitable, for everyone wants to stall and find out how high the next offer will be.

Conversely, when the word gets around that the offer is backed by a fair and just appraisal, the condemnees tend to settle quickly and without serious objection. Of course, if the appraisals are not made at the proper figures to begin with, all bets are off and it

turns into a free-for-all fight.

There are other fields, of course, in which appraising plays a most important part. For example, it is hard to imagine a lender of national magnitude, such as an insurance company, operating without the services of appraisers. How can the responsible official, sitting in his office far away, be sure that the money he is lending is properly safeguarded, other than through the opinion of values obtained from a competent appraiser? How else can investors anticipating placing their funds in a project be assured that the cost of the project will remain within the reasonable limits imposed by the

expected income from the project?

These responsibilities require a high degree of integrity as well as knowledge on the part of the appraiser. All too often the non-professional appraiser feels himself justified in favoring his client, making wild or rash statements of value even under oath in order to obtain a result favorable to his side. This results in his opinions being either detrimental to justice or being completely laughed out of court.

The professional appraiser tries his level best to walk a tight rope, stick to the facts, be unbiased, and avoid becoming an advocate of anything except justice.

Keep in Touch With Your Sellers

By FRANK MACBRIDE, JR.

Realtor
MacBride Realty Co.
Sacramento

MOST of us are prone to signing a listing and hoping that before the expiration date we will obtain a purchaser through the medium of a "For Sale" sign, an ad in the newspaper or personal contact. Too many of us neglect the important duty of calling back on the owner of the property from time to time to advise him as to what progress we are making towards selling the property.

This, to my mind, is one of the most important functions of a conscientious, successful Realtor—keeping the seller informed.

Many times the seller is most anxious to have the listing terms changed, such as possibly reducing the price voluntarily or offering better terms, possibly including some furniture which the Mrs. is not too happy about taking to their

new home. There are many times and many ways in which a deal can be made if the Realtor will just keep in touch with his seller.

I am heartily in accord with the importance of doing everything possible to realistically list the properties in the beginning. Most owners today are seeking the advice of qualified Realtors because they know such a Realtor is better versed in the market than the owner. That is the reason why the services of a Realtor are engaged. The Realtor must demonstrate his knowledge and capabilities to the owner before he can gain his confidence. Once this confidence has been obtained, the Realtor then is in a position to advise the owner as to the true state of the market and what, in his opinion, the property will bring on today's market.

Tax Accounting Tips for Builders

Special tax problems for builders often arise from having a longer term of operation than most businesses. Which tax reporting method you use is determined by your first report. To change that method you must ask tax officials. Here are the two methods open to you.

By BERT V. TORNBORGH, CPA

HOME builders have many of the same problems of any business, and for income tax purposes they are entitled to use the more common accounting methods of reporting income — either the cash or accrual approach. With the former you calculate the cash collected versus the cash paid out. With the latter you deal with income *earned* and expenses *incurred* — meaning accounts receivable and accounts payable are an integral part of your accounting process. Which approach you use is something for you to decide, and a business makes its decision for income tax purposes when it files its first income tax return. You cannot use one method one year and a different one the next. If you do want to change, you must write to the Commissioner of Internal Revenue, Washington, D. C., asking for permission. If received, you may switch to a different basis, but the change-over requires a careful reconciliation to make sure nothing is left out.

In a few respects a builder's business is different from run-of-the-mill ventures. One important difference is the time involved in the normal business cycle. Wholesalers and retailers usually buy and resell products in the same stage of completion and within a relatively short time. The builder, however, is likely to come to the end of a tax year with construction projects still unfinished, and years of income and outgo may not match up too well.

The builder has two additional alternatives for reporting taxable income under long-term contracts — that is, where construction is underway for more than a year

from the contract date to the completion and acceptance date.

- 1) Completed-Contract Method: All profit is accounted for in the year of completion.
- 2) Percentage - of - Completion Method: Profit is accounted for in the same ratio as the status of the job at the end of the tax year. For example, a 60%-finished job would report 60% of total profits and defer the remainder for later accounting.

Either alternative is acceptable to the Internal Revenue service. The former is self-explanatory. The latter places some stress on determining just when a job is finished. It has been held that "substantial completion" is the same as completion. An architect's certificate okaying final payment has been taken as a criterion of completion, whether the buyer continues to "hold back" 10% or some similar amount to cover various contingencies and adjustments. Against this view, however, a circuit court has held strictly to the question of *final* completion, including such a minor matter as installation of some thermostats. If in doubt, you should check your own case with your attorney and accountant.

These two alternatives are only variations of your basic cash or accrual methods. They are not separate methods in and of themselves and you do not have to elect to use them.

Which of these two approaches is the better? Each has its good points. The completed-contract basis has the virtue of being safe and conservative with no guess work involved. You compute gain

or loss only when the job is finished and you know all the facts. Partial payments you may receive in the interim are considered deferred income (deferred until completion), and all your purchases and costs are accumulated in a final completion total, from which you then deduct any inventories that may remain on hand. This basis may mean accounting for an unusually large lump of income in one year, possibly a year when tax rates are especially rough.

The percentage - of - completion approach has the advantage of permitting you to spread income over more than one year. In doing so, of course, you have to assume the over-all profit you calculate is the one you are really going to come up with at completion. If you are wrong on your estimating, you may be using the method in vain.

Inventories are clearly a factor to consider, particularly if you are on the accrual basis. From total purchases you must deduct the cost or market value (whichever is lower) of the materials and supplies you have left at the end of the tax year. On the completed-contract basis this is done at the end of the job. On the accrual basis it includes any work in progress. This applies if you have received and recorded the invoices for the material in question as an accounts payable. It is immaterial whether the goods are at hand, in transit or located elsewhere. If title has not passed to you, however, you should not take such goods into account as they still belong to the vendor and are properly a part of his inventory.

Another element of particular concern to builders is depreciation. It is axiomatic that land does not depreciate, whether market values go up or down. It does not mean you cannot have losses from erosion, which might materially affect the value of land you are holding for sale, the same as merchandise on shelves. The question here is one of engineering facts. If tides have carried a part of your land out to sea, you cannot very well ignore that fact and still pretend to be filing a return of true taxable income. Land improvements such as culverts and underpasses often have a useful life no longer than an average building and are, of course, subject to depreciation.

Special emphasis applies to a contractor's equipment which usually takes a heavy beating in all sorts of weather and from inex-

perienced handlers. As a general guide for taxpayers the Treasury Department has issued a Bulletin "F," listing suggested rates of depreciation. (Copies are obtainable from the Superintendent of Documents, Government Printing Office, Washington 25, D.C.) You are not bound by them. They are a guide only, and heavier than normal use of equipment would shorten the life figures indicated, such as for the following types of equipment:

Power Backfillers:	Yrs.
Light	3
Heavy	6
Buckets:	
Cableway	6
Concrete	5
Scraper or dragline	6
Bulldozers:	
Gradebuilders	8
Tractor	4
Compressors:	
Gasoline portable	6
Motor-truck unit	5
Concrete Mixers:	
Electric	5
Gas, 3 1/2, 5, 7	3
Gas, 10, 14	4
Truck mounted	5
Cranes:	
Crawler	
Electric 2 1/2, 5 tons	5
Electric 10, 15 tons	7
Gas 2 1/2, 5 tons	5
Gas 10, 15 tons	9
Locomotive gas	7
Dragline	10
Crushers, rock:	
Portable	8
Stationary	10
Excavators:	
Trench, gasoline	
7-foot depth	6
12-foot depth	6
Forms:	
Concrete, metal pans	5
Concrete, supports, adjustable	4
Graders:	
Blade, road	
7, 8-foot blade	4
9, 10-foot blade	5
Loaders:	
Bucket, crawler	5
Portable	5
Stationary	6
Pumps:	
Air lift	10
Centrifugal	6
Humdinger	6
Hydraulic	15
Impulse	6
Steam piston unit	6
Rollers:	
Concrete finishing, steel	10
Road, gas	10
Road, steam	10
Scrapers:	
Blade, carryall	6
Fresno or Morman	2
Rotary	4
Slip	2

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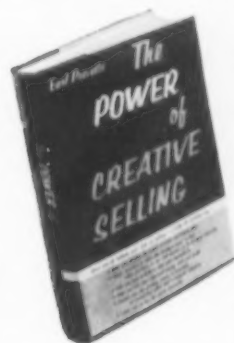
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The Law Says!

- How would *you* solve this legal dilemma?
- Can a circular letter be regarded as an offer?
- Does eviction of lessee terminate the lease?

By GEORGE F. ANDERSON

HJALMAR Hjerstedt agreed to build a bungalow for H. I. Joe for \$12,000. It was to be just like the one H. I.'s father-in-law owned. In fact Sue (H. I.'s wife) said, "If I can't get one like Daddy's got I don't want any at all," and while \$12,000 was a lot of money for H. I. Joe, that settled it.

Before Hjerstedt got started he came to H. I. Joe and said, "Mr. H. I. Joe, I can't build that bungalow for \$12,000. The price of material has gone up so that at that price I won't make a dollar. If you want to make it \$13,000, I'll go ahead with the job. Otherwise, I'll forget about it."

What could H. I. Joe do? His heart was set on the building, he was sick and tired of looking around, as well as living with his in-laws, so he said "go ahead." When the building was finished, he paid Hjerstedt \$12,000 and told him to go to hell for the balance. Hjerstedt went to court, which is practically the same thing.

Counsel for H. I. Joe: "Your Honor, please: If there is any principle of law that is well settled it is that a promise to do that which one is already bound to do is without consideration and void. In the case of *Moran vs. Peace*, 72 App. 135, the court said: 'The verbal agreement was also void, as being without a consideration to support it. Peace was bound by his contract to furnish the stone independent of any agreement on the part of Moran that his estimates should be paid without deduction on account of freight. It is no consideration that one promises to do what he is already under legal obligation to do. Citing many cases, I would consider it an insult to the court to belabor such a fundamental principle any further.'"

Thereupon counsel sat down.

Counsel for Hjerstedt: "No one

denies the principle that counsel has so ably enunciated, but there is an exception to it, and that is where the promisee is confronted with an unusual hardship. In such a situation a promise to pay more money is regarded as supported by a consideration. I wish to read from the case of *Bishop vs. Busse*, 69 Ill. 403. 'In this case, brick had risen from \$15 in the wall to \$22 or \$23, and labor and materials had also advanced in the same proportion. And the evidence shows that if appellees had completed the building at the price first agreed upon, they would have lost about \$8,000; that, on appellees' failing to perform the contract, appellant could have recovered the damages occasioned by the breach. But this he may have considered of less advantage to him than the completion of the building, and if so, that of itself would have been a sufficient consideration to support the new agreement.' I submit to your Honor that this case is on all fours with the one on trial, and I respectfully ask for a judgment for the plaintiff."

YOU BE THE JUDGE.

A BROKER got an exclusive listing on a building and he permitted a cooperating broker to work with him on the sale of the same. After the exclusive expired the cooperating broker approached the owner and procured a listing, sold the property and collected a full commission.

According to law I know of no reason why he couldn't do this, although I have never seen a case on the point. If the cooperating broker found a buyer before the exclusive expired, and kept under cover until the exclusive had expired, that would be different. But

even if this were so, how could the broker prove it?

The department of education and registration does not consider such conduct as a violation of the Statute on Ethics, and they say it happens so often that if they were to take jurisdiction of such cases they would have to work day and night to dispose of them.

The broker can protect himself by having the cooperating broker sign a simple agreement of just a few lines.

THE owner of a building sent out 100 circular letters in which he said, "I will accept the highest bid I receive for my building within the next 30 days." Then followed a complete description of the building. The highest bid he received was \$75,000, whereas, the building was worth \$100,000. Must he accept the bid?

When a person makes an "offer" and the offer is accepted, a contract is created. But, circular letters are generally not regarded as "offers" but merely as "invitations to negotiate." A circular letter may, however, be regarded as an offer, and judges may disagree as to whether it is an offer or not. It is a matter of interpretation. One can't be too careful in sending out circular letters. The owner should have said, "I will consider accepting the highest bid received within 30 days."

THERE is a religious old gentleman who told me he had discontinued reading the papers because if he read something in the paper, and it was untrue, and he told it to some one, he would be telling a lie and would have to go to hell for it, where he didn't want to go. I told him he would be safe if he qualified it by saying, "I read it in so-and-so paper," and he appreciated this very much and resumed reading the papers.

There is a lesson in this for you. In selling real estate, unless you are sure a statement is true, state the source of your information. If you are asked how much the rents are, say, "The seller advises me they are so much a year." The more I check on statements made to me the more I learn how unreliable they are.

A friend of mine told me there was a new elegant restaurant opened on the second floor of the southwest corner of Van Buren and State streets. The next day when I went over there I found there was no such thing. I called

him up and asked him where he got his information, and he told me from a friend who had eaten there. It's difficult to trace the origin of misinformation, and to get the reputation of a careful, reliable broker, it is wise to always state the source of your information, such as "I have been told," or, "I have heard a rumor to the effect," or something like that.

If a lessor evicts a lessee for breach of the lease the lease is regarded as terminated and there is no further liability under it. To counteract this interpretation the lessor designed a provision which is now contained in most leases:

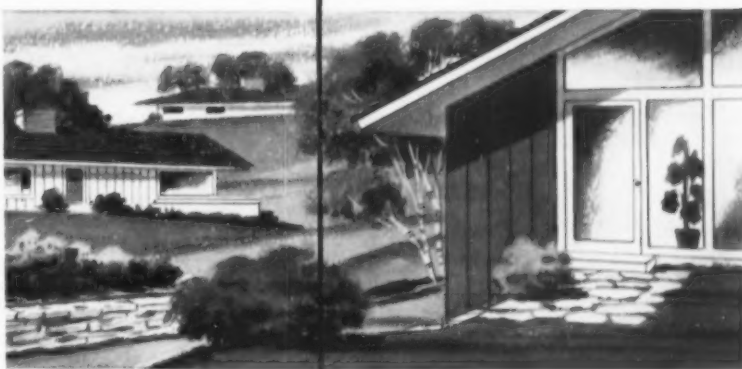
"It is further covenanted and agreed that in case of any default by the lessee in the payment of rent or otherwise, the lessor or his agents shall have the right to re-enter either by forceable entry, detainer proceedings or otherwise, and hold and enjoy the same fully and absolutely, without such re-entry working a forfeiture of the rents to be paid and the covenants to be performed by said lessee during the full term of this lease."

This provision seems to be contradictory and illogical. How can there be any liability under a lease that has been terminated? Therefore it was immediately challenged by the lessee, but it was held binding.

In the case of *The Central Investment Co. vs. Melick, Admr.*, 267 Ill. 564, the court, quoting from the case of *Grommes vs. St. Paul Trust Co.*, 147 Ill. 634, said:

"There is nothing illegal or improper in an agreement that the obligation of the tenant to pay all the rent to the end of the term shall remain notwithstanding there has been a re-entry for default, and if the parties choose to make such an agreement we see no reason why it should not be held to be valid as against both the tenant and his sureties. . . It may not be strictly accurate or correct to call the money to be paid after re-entry rent, or to treat the lease as in force after a re-entry, but the parties have a right to fix the amount of the rent to accrue according to the terms of the lease as the amount of damages to be paid by the tenant in case of a breach of his covenants. It can make but little practical difference whether the sum agreed to be paid be called rent or damages. It may be regarded as damages for the purpose of this suit."

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Get Better Salesmen

(Continued from page 35)

your company interview an applicant to obtain different viewpoints. (It might be a good idea to have some of your friendly clients give you an evaluation of an applicant.)

d) Formulate in advance *specific questions* which you want a man or woman to answer. However, know them well enough that you can ask them in a natural manner without having to refer to notes.

e) Write down impressions *after* the interview, not during it. Writing them down during the interview will interfere with observing the applicant's reactions.

f) Avoid pseudo-psychological evaluations. The size of a man's head, coloring of his skin or hair, length of fingers, facial characteristics, slant of handwriting are of no significance in your evaluation.

3) Make reference checks on every man or woman hired. Don't check one or two references — check seven or eight. Personal interviews with these references will obtain a better evaluation of a man than by letters or telephone calls.

4) Obtain a character and history report through a credit reporting agency on every applicant you have not personally known for a time. Such agencies have the means and the personnel to dig up facts about an applicant that cannot be learned in any other way. Such reports make it possible for you to avoid hiring representatives who may later be embarrassing to you and your firm.

5) Make a medical check on the applicant's health. A man prone to illness may be exceptional when he

works, but may be sick so often he works too few days or hours to make him well qualified.

6) A few executives have used practice sales as a selection step. These require the salesman to sell to you or to some friendly client. This procedure has much merit because the applicant may be better judged under circumstances which are similar to those in which a real estate salesman works.

7) Tests now are available which disclose certain strong and weak points about a man which might not be detected in any other way. The tests which are most commonly used are the Otis Intelligence Tests, Bernreuter or Burt Personality Test, Moss or Washburne Social Intelligence Test, and the Kuder or Strong Vocational Interest Test. An effective way to check any test on reliability is to give the test to your present salesmen and find out if the results correlate with the performance of your particularly good or below average salesmen.

8) After an evaluation of a man has been completed, a summary profile of an applicant should be made. This profile should then be compared with the characteristics desired, and a determination made whether to hire or not.

Trial Period

If for no other reason than cost, it might be well to hire all salesmen on a trial basis. Frequent evaluations on the progress of a new salesman should continue, determining whether to continue to go along or to admit a mistake.

A salesman once hired may not be so easily dismissed and replaced. Manpower is the one factor in sales success which cannot be copied or imitated by competitive agencies. The plus factor of manpower is something only you can assure for your company. The sale of real estate still depends on *people* — so be sure the people representing you can be depended on.

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Portland Realtors Form "Million Dollar Club"

AN IDEA for giving credit to star salesmen has been developed by the Portland Realty Board. "It is a good policy to upgrade the star salesmen," says Portland Board president Charles L. Paine. "The insurance men have been richly rewarded by the activities of their million dollar round table."

The Portland "Million Dollar Club" awards pins designating sales of a quarter-million, half-million and a million during the year. The pins give full recognition to successful salesmen, and the value of the program to salesmen is revealed that the salesmen's group in the board is enthusiastic about the plan.

Portland newspapers carried stories on the formation of the club, and Paine is currently asking other board presidents around the country to start similar clubs in their own boards.

In Portland itself, Paine estimates that there will be about 15 salesmen who will qualify for "million dollar" pins by the end of this year.

Quarter-million pins will be silver, half-million pins will be gold, and million-dollar pins will be gold with a diamond added. A special insignia will be made either into a lapel pin, money clasp or cuff links. Among other awards for top producers will be trips to the national convention.

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Hamer S. Culp, Jr., is the President of Culp Construction Company and Peak Improvement Company. A past President of the Utah Home Builders Association, he is now an alternate Director in the NAHB. He has developed and built Orchard Acres subdivision, Woodland subdivision, and is currently building Greenfield Village subdivision in suburban Salt Lake City.



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Number 130 in a Series



HOW would you like to supply "soft" bathrooms in the homes you sell? If the suggestion of Jay Doblin of Illinois Institute of Technology comes true, you may soon do just that. "Today's bathrooms are cold, hard, unpleasant and dangerous," the design director says, "but there's no reason why they have to be." He says an entire bathroom could be moulded in one piece using a soft modern material like sponge plastic — it would cut home accidents tremendously and be more attractive.

If you're managing apartment buildings, you can expect a lot of wooing from air conditioner manufacturers this year. General Electric is planning a big apartment house promotion in 1956, showing how to cut vacancies and keep

buildings competitive, using room air conditioners. "Builders of new apartment houses," says Eric P. Cahn, president of Amic air conditioning company, "will have to become more merchandising-minded than ever if they are to continue to entice tenants from older structures."

Up goes another storm warning against "advance fee" racketeers. This time they're in Arkansas. The real estate commission has warned all property owners against non-licensed persons offering to list or advertise their business for sale, collecting a "fee" in advance. Although their strength has ebbed in recent months, constant vigil will be needed to prevent these crooks from cropping up in your state. To learn how these racketeers operate,

see the May, 1954, JOURNAL, Page 36.

"The Fundamentals of Texas Real Estate Practice" is the name of a popular course in the Fort Worth area, enrolling 71 students (60% of whom were actually engaged in real estate) in its first session. Conceived and directed by Maurice A. Harkins of the Rattikin Title Company, 812 Houston Street, Fort Worth, the course runs five weeks, with two evening sessions per week. If you wish to set up a course locally, Harkins will be glad to tell you about his.

Older homes are going to get more attention from mortgage bankers, says Robert H. Wilson, president of the Percy Wilson Mortgage & Finance Corporation, Chicago. His company is diversifying its services this year, for example, to better accommodate individual owners, real estate brokers, or contractors with existing homes to finance.

What effect will commercial jet aircraft have on realty values near airports? That's a question bothering many city officials and real estate men right now as several airline companies announce jet orders. Aviation experts told FHA Commissioner Norman Mason last month there will probably be "no marked change in the size or location of present day airports nor in the aircraft noise situation in airport communities." Jets will need longer runways, but the engineers expect great results from new noise abatement methods.

Complaints from new home owners are often due to lack of understanding. You can get two government booklets that might help you solve this problem. "Care and Repair of the House" helps show new owners what they can expect in routine maintenance. It's 50 cents from the Superintendent of Documents, Washington 25, D.C. "Pointers for the Veteran Homeowner" covers the financial and legal aspects of home owning. It is now available at no charge from regional Veterans Administration offices. There's an advantage in supplying your clients with government books: Buyers tend to think of the government as the "great white father" and assume they're getting nothing but the facts in a government printed book.

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